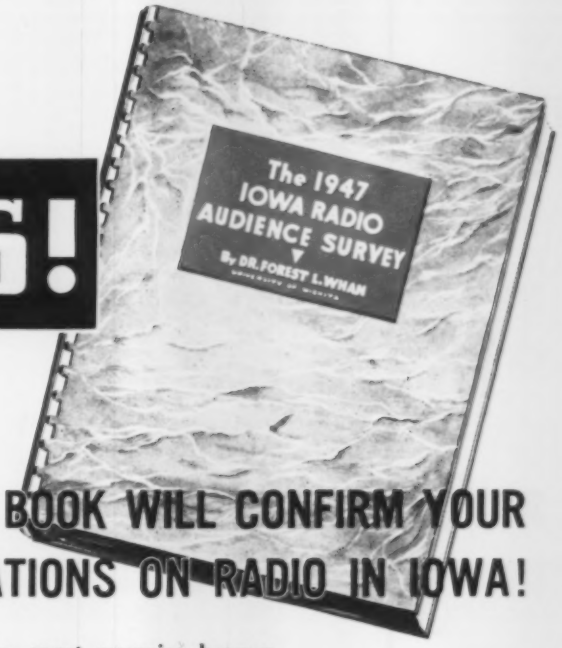
SEPTEMBER 29, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

AGENCIES!



THIS BOOK WILL CONFIRM YOUR RECOMMENDATIONS ON RADIO IN IOWA!

WE readily grant that after years of practical experience, most agencies have a good though perhaps general knowledge of station preferences, program preferences, popular listening hours, *etc.*, in Iowa.

Now, however, the 1947 Iowa Radio Audience Survey offers you a thoroughly documented statistical breakdown of the *complete* Iowa radio picture, backed by 8,682 personal interviews all over the State. It is a study which will *prove* the propriety of your recommendations, down to the last detail.

Write for your copy *today*. You'll find it the most useful book in your radio library.

THE 1947 IOWA RADIO AUDIENCE SURVEY

Made by Dr. F. L. Whan of the University of Wichita, from survey of 8,682 Iowa families (1 out of every 73 in State), broken down by place of residence (city, village, farm), age, sex and educational levels.

Contains complete maps, charts and statistical breakdowns on these *and many other questions:*

- What Stations are Preferred in Iowa ("Listened-to-Most")
- What Stations are "Heard Regularly"
- What Proportion of Audience Listens, at Each Daytime Quarter-Hour Period
- Program Preferences—General, News, Farm News
- Public Attitude Toward Transcriptions
- Effect of Age, Sex, Place of Residence on most of the above

WHO for Iowa PLUS!

Des Moines - - - - - - - - 50,000 Watts

B. J. Palmer, President
P. A. Loyet, Resident Mgr.

Free & Peters, Inc.
National Representatives

This is the RALPH O. WERBLO Family of East Chicago Indiana

● Mr. and Mrs. Ralph O. Werblo met the housing shortage in Metropolitan Chicago with true American ingenuity. They located a tiny, unused cottage at 4209 Wegg Avenue, in East Chicago, Indiana—bought it—and went to work. Paint flowed generously—Ralph's carpenter tools turned out built-in cabinets, bunk-beds for the youngsters. Mrs. Werblo's needle responded to the need for cheery draperies and curtains. Now, the unused cottage is a very comfortable home for the four Werblos.

Dennis is 7, Doris 12. They are radio fans like their parents—the WLS National Barn Dance, with favorite "Little Genevieve"—Aunt Rita's Children's Hour on Sunday morning—the Breakfast Club, Dr. Holland's Morning Devotions, News, Happy Hank, Weather . . . all the *family* radio fare on 890 kilocycles.

Mrs. Werblo has been a WLS listener since her parents bought their first radio in 1926. "We have always had confidence in the ideals of WLS," she says. Both Werblos were reared on farms, grew up reading Prairie Farmer and hearing WLS—and every now and then, they consider buying a farm, so their youngsters can have the fresh air and outdoor fun they had when growing up. The family makes frequent visits to the grandparents' farms in Indiana.

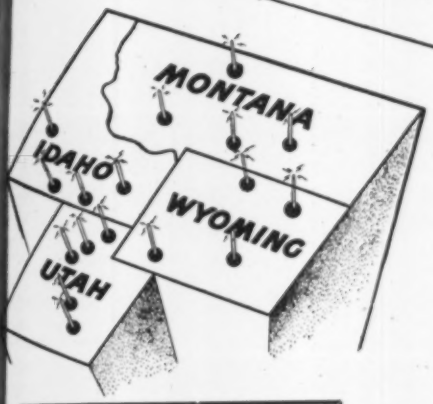
It is on this home and this family . . . and the homes and families like them throughout Midwest America—that the WLS microphones have been focused for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS . . . and upon *loyal* listeners depend advertising results.

Lunch is a quick but cheery meal on school days. On the table in front of Mrs. Werblo is a geranium, Mother's Day gift from Doris and Dennis.

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK . . . KOY, Phoenix . . . KTUC, Tucson . . . KSUN, Bisbee-Lowell-Douglas.

MOST POWERFUL STATION IN MONTANA

JOINS THE INTERMOUNTAIN NETWORK



KMFR, Great Falls
5000 watts, 560 KC
to be on the air soon

Affiliated in ownership with the largest daily newspaper and the only farm magazine in Montana.

The 17 home town markets comprising the Intermountain Network may be purchased as One-Package or by units.

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan,

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMFR, Great Falls*
KMIN, Butte*

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

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BROADCASTING... at deadline

Closed Circuit

NEGOTIATIONS for sale of KXYZ Houston by Tilford Jones to Industrialist-Oil Man Glenn H. McCarthy of Houston for stripped figure of $875,000, reported in final stages last week. Overall transaction, including quick assets, would amount to roughly $1,500,000, and is being handled through Blackburn-Hamilton Co. KXYZ is ABC outlet operating on 1320 kc with 5,000 w.

CHANCES of FCC reorganizing itself into "divisions" before early November now regarded as very slim. Original plan was to put new system into effect about Oct. 1 [BROADCASTING, July 21]. But that target was set when it appeared world conferences at Atlantic City, which have kept three Commissioners occupied all summer, would be over in early September. FCC authorities say it's hardly possible to effectuate plan in less than 30 days. It's felt FCC is too strongly committed to Senate Commerce Committee to abandon plan altogether.

PROMOTIONS announced last week by NBC (page 20) do not complete network's reorganization plan. One and possibly two new vice presidencies coming up, one via promotional-merit route and other probably by outside appointment of celebrated national radio figure.

COLGATE - PALMOLIVE - PEET Co. will move its Lustre Creme account from Hill Blackett and Co., Chicago, to an eastern agency. Lustre Creme division was purchased last year from Kay Daumit and sponsored quarter-hour portion of ABC *Breakfast Club* but cancelled at end of final 13-week contract.

AUTHOR of code resolution adopted by NAB board at hectic Friday Sept. 19 session in Atlantic City was neophyte member Howard Lane, general manager of Marshall Field stations. After board had argued language for several hours, Mr. Lane, who had been writing in longhand, read his suggested language, which was adopted virtually without change.

SPEAKING of code, board's "adoption" was stretching actual situation since its resolution amounted to commitment of NAB to operation under standards starting next Feb. 1. Formal adoption will occur when final version is approved, likely in November. Literary license was based on desire to show world association was acting quickly and sternly.

REPORTS THAT CBS Radio Sales will take over Fletcher Wiley's *Housewives Protective League* on its O and O stations in Los Angeles, Chicago, St. Louis and New York at reputed price of million dollars again going rounds. Wiley's income from program, radio shows and other investments has carried him into highest tax brackets.

AS PETRILLO fingers crystal ball in search of formula to govern music on FM, one recur-

(Continued on page 86)

Upcoming

Oct. 1: FMA Music Committee-AFM, AFM Hdqrs., New York.

Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City, N. J.

Oct. 6-9: Financial Advertisers Assn. Convention, Waldorf-Astoria, New York.

(Continued on page 75)

Bulletin

MUTUAL is reserving decision on rejoining BMB for future studies pending report of BMB's Technical Committee on MBS engineering coverage measurement plan, which Mutual believes may point way to improvement in BMB techniques. Edgar Kobak, MBS president, said Friday, "We believe in the BMB idea and we want to see it continue. But we think that BMB's present measurement methods need improvement. They are too expensive for one thing." Other three networks reported ready to sign BMB contracts under new 15-point long-term plan.

ROY C. PORTEOUS, formerly NBC advertising and promotion manager, appointed manager of network's advertising and promotion department, succeeding James H. Nelson, recently named NBC director of advertising and promotion. (see story page 20).

GEORGE HICKS, ABC newsman, one of 19 correspondents awarded U.S. Army Medal of Freedom last week for "exceptionally meritorious achievement."

Business Briefly

LUCKIES VIDEO SPOTS ● American Tobacco Co., New York, (Lucky Strike) Sept. 28 starts sponsorship of five one-minute television announcements weekly on seven stations. Contracts placed through Foote, Cone & Belding, New York, and run 13 weeks on following television stations: WCBS-TV and WABD New York, WWJ-TV Detroit, KSD-TV St. Louis, WTTG Washington, KTLA Los Angeles, WBKB Chicago.

UNION ON VIDEO ● Union Oil Co., Los Angeles, will sponsor televising 1948 Pasadena Tournament of Roses parade on KTLA Los Angeles. Also made bid for Rose Bowl football game but association still undecided on price. Agency, Foote, Cone & Belding, Los Angeles.

SWIFT PLACES SPOTS ● Swift Packing Co., Ice Cream Div., starts 52-week spot campaign Nov. 2 in 50 markets. Schedule calls for six weekly until May 1, then number doubles. Agency, Needham, Louis & Brorby, Chicago.

EX-LAX ADDS ● Ex-lax Inc., New York, adding spot announcements in number of markets to current advertising campaign. Spots usually run three times weekly on 52-week basis. Agency, Joseph Katz Co., New York.

ATLANTIC BUYS ● Atlantic Sales Corp., Rochester (French's instant potatoes) buying chain breaks in number of markets, starting Oct. 2 for 26 weeks. Agency, J. Walter Thompson Co., New York.

MGM SPOTS ● Prior to release of Metro-Goldwyn-Mayer's "Green Dolphin Street," company will use heavy concentration spot announcements in New York, Oct. 6-26. Agency, Donahue & Co., New York.

Station Representative Assn. Formed

(See early form editorial, Page 46)

FORMATION of National Assn. of Radio Station Representatives, to promote spot radio, was announced Friday following five-hour meeting in New York called by Paul H. Raymer and Edward Petry.

While no announcement was made beyond that relating to organization, it was stated that "various plans were acted upon unanimously." Another meeting was scheduled for 3 p.m. today (Monday).

While there has been sporadic discussion about formation of spot organization, impetus for creation of association developed following recent appointment by WRVA Richmond of CBS Radio Sales as its exclusive national representative. KSL Salt Lake City Friday announced appointment of CBS spot organization as its representative effective Jan. 1 (see page 14).

It is presumed organization will endeavor to broaden its exploitation front, looking toward vigorous sale of locally developed programs for national sponsorship as well as for more widespread use of name presentations developed by the syndicated transcription companies.

Following announcement was made by new organization:

At a meeting held today in New York by the following companies: Avery-Knodel Inc., John Blair & Co., Bolling Co., Branham Co., Burn-Smith Co., Forjoe & Co., Free & Peters, Headley-Reed Co., George P. Hollingbery Co., The Katz Agency, Joseph Hershey McGillvra, John E. Pearson Co., Edward Petry & Co., Radio Adv. Co., Paul H. Raymer Co., Weed & Co., Adam J. Young, Jr., Inc., the National Assn. of Radio Station Representatives was formed. The basic purpose of the association is to promote spot radio. Although all of these companies are highly competitive, various plans were acted upon unanimously. The meeting was adjourned until 3 p.m. Monday.

1150 KC • 5000 WATTS DAY & NIGHT • A STEINMAN STATION

And, Sells Profitably to every Buying Group in this Multi-Million Dollar Market

Complete coverage, skillful local and NBC Network programming make this station the overwhelming favorite in this market consisting of Delaware, southern New Jersey, parts of Maryland and Pennsylvania. WDEL has outstanding listener loyalty, influences the buying habits of a tremendous number of people with money to spend. Case histories of sales results on request. Put this selling power to work for you. For full information write direct or –

SALES REPRESENTATIVE

RADIO ADVERTISING COMPANY

New York • Chicago • San Francisco • Los Angeles

NBC AFFILIATE

WORD
ABC AFFILIATE
SPARTANBURG, SOUTH CAROLINA
250 Watts
1,400 Kilocycles

WTNT
AFFILIATE
AUGUSTA, GEORGIA
250 Watts • 1230 Kilocycles

A COMBINATION OFFER

10% OFF EACH RATE CARD

TO ADVERTISERS WHO USE COMPARABLE SCHEDULES IN BOTH MARKETS.

call the nearest office of

TAYLOR-HOWE-SNOWDEN *Radio Sales* **INC.**

SALES OFFICES: New York · Chicago
Dallas · Los Angeles · San Francisco · Atlanta

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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• Reg. U. S. Pat. Office

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whbc

CANTON OHIO

THE BEST BALANCED MARKET IN THE UNITED STATES

your dollar buys more than before

. . . 42.5% MORE
RADIO FAMILIES

. . . NOW 318,440
RADIO FAMILIES

. . . NOW $885,811,000
RETAIL SALES

. . . NOW $246,403,447
VALUE IN FARMS

Diversified Industrial Production Area In The Heart Of A Rich Agricultural Region Makes Canton, Ohio, The Best Balanced Market In The United States.

now 5000

OPERATING ON
WATTS—FULL TIME

Represented by **RAMBEAU**

WHBC-FM
25,000 WATTS
SOON

whbc your good neighbor in CANTON, OHIO

CITY OF DIVERSIFIED INDUSTRIES • OHIO'S RICHEST RURAL REGION

A

ATTENTION!

• Your commercials pay off when listeners pay attention.

Listening is a matter of intensity, and Spot Radio delivers a more intensive coverage than any medium in general use today.*

Use Spot Radio's finest facilities – these radio stations. Your big audience will sit up – and pay attention.

**For statistical proof, send for "What Radio Research Forgot."*

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T. H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

EDWARD PETRY AND CO. INC.

Pardon me, what station are you listening to?

WFLA!!!

In contrast to its meaning on the fairways, fore means, and we Quote Mr. Webster: "first in place, time, order and rank" —when it comes to WFLA and its coverage of the Tampa-St. Petersburg market. Every day, all day — morning, afternoon and night — the 5000-Watt voice of WFLA talks to more listeners in the heart of Florida's richest, most heavily populated trade area than any other station. This is nothing new. It's been going on for months and months. Ask Hooper!

5000 WATTS DAY AND NIGHT
NBC
WFLA
The Tampa Tribune Station
National Representative JOHN BLAIR & CO.
Southeastern Representative HARRY E. CUMMINGS Jacksonville, Fla.
TAMPA

Feature of the Week

RADIO has come to the rescue of the United Nations General Assembly, saving that body from slow suffocation in reams of multilingual translation texts.

Delegates and spectators alike were provided with tiny portable receiving sets when the General Assembly reconvened at Flushing Meadows, New York, last week. Speeches made on the floor are picked up and broadcast directly by the UN's shortwave station Pressing a button on the receiver brings simultaneous translation of the speaker's remarks in either English or French. Later broadcast translations will be made also in the other official UN languages —Chinese, Russian, and Spanish. The system is an adaptation of the IBM-Filene Finlay Translator system used at the German and Japanese war crimes trials.

Col. Leon E. Dostert, UN chief of simultaneous interpretation—predicted that the new system may reduce by one-half the time needed for the current Assembly session. Under the cumbersome system used at the last session each important speech was translated by an official interpreter, usually into several successive languages. This consumed endless hours and was not the ultimate in accuracy, interpreters sometimes veering off on tangents of their own.

The receivers themselves, which are rented to the UN by the International Business Machines Corp., weigh three pounds. They are worn around the neck on a plastic strap through which a wire antenna is run. Each receiver is furnished with a headset. The power of the radio wave is so low that the broadcasts cannot be received outside the building.

Listeners at the opening Assembly session last week reported good radio reception, except for occasional interference from the high-powered Naval radio station at Arlington, Va., which beams time signals and weather reports to ships at sea.

Some listeners, the UN reported, were so taken with their miniature radios that they took them along when they left. Dedicated as it is to the theory that mankind is fundamentally honorable, the UN likes to think that such persons are merely absent minded. The radios are assessed by IBM at $80 each.

Sellers of Sales

TIME-WORN AXIOM of the sports world—"If you can't beat 'em, join 'em"—may not have been the underlying psychology George Roesler had in mind when he recently joined Henri, Hurst & McDonald Inc., Chicago advertising agency, as radio timebuyer, but at least there is a similarity. George now finds himself in the position of having completed a cycle which has included just about every phase of selling.

Born in New York City July 6, 1901, George moved with his family to Passaic, N. J., about two years later. When he was 5, the family moved again, this time to Rochester where he began his schooling. Nothing much eventful happened to him in those early days, George recalls, except that he entertained the boyhood ambition of getting into the theatre. For a few seasons he was with a Rochester theatre group.

GEORGE

In 1921 George was graduated from Brown U. and later, far removed from the acting profession, became advertising manager of Cheplin Bacteriological Laboratories in Syracuse.

He began his radio career around 1927 with WCAO Baltimore as an announcer, moving in the early '30's to KOIL Omaha as commercial manager and later (1935) to WJJD Chicago as salesman.

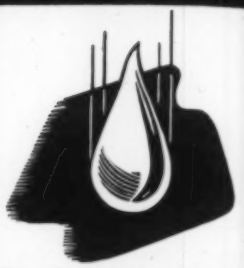
A short time later George launched his own sales representative firm, and maintained it for three years before joining Joseph Hershey McGillvra Inc.

When CKLW Windsor opened its Chicago sales branch office in the early '40's George was on the pioneering end in a move which was to open the way for formation of Radio Advertising Co., national representatives. Other stints followed with Foreman Co., First United Broadcasting Agency and, finally, Broadcast Sales. The latter was absorbed by Taylor-Howe-Snowden in June.

Having covered selling from both the station and representative end, it remained only for George to complete the cycle by joining Henri, Hurst & McDonald Inc. in July as timebuyer. With his present position, George expresses himself as well satisfied. "In fact," he said, "I'm getting a terrific wallop out of it." He went on to explain that he was getting the chance to

(*Continued on page 69*)

Remember the story about...



The drops of water...

that grew and grew into a river...

and cut out the Grand Canyon?

That's practically the W-W-D-C story. Started small. It grew and grew. Today it has carved a listening audience out of this big Washington market that's the envy of a lot of people in radio. Alert programming, keeping an eye on the future, and all-around hustle have done the job.

You can have W-W-D-C—AM or W-W-D-C—FM. Whatever you want in Washington, keep 4 important call letters in your mind—W-W-D-C! It's the sales-result station.

Only one other station in Washington has more loyal listeners

WWDC

AM-FM — The D. C. Independent

Banish this Nightmare!

YES, it's such a bore to hear the same "canned" newscast in the same words . . . over and over again . . . one station duplicating another like a procession of parrots. The public has a simple defense mechanism in such cases. It merely twirls the dial to something else. The public has little patience with microphone parrots.

To have consistently interesting news programs, to produce the kind of distinctive newscasts your listening audience looks forward to tuning in regularly, you cannot afford to be without International News Service, the basic ingredient of America's finest newscasts.

With INS you get the greatest variety of news, the news behind the news, and the latest fresh angles—all in a continuous flow so that at no time must you succumb to audience-killing repetitions.

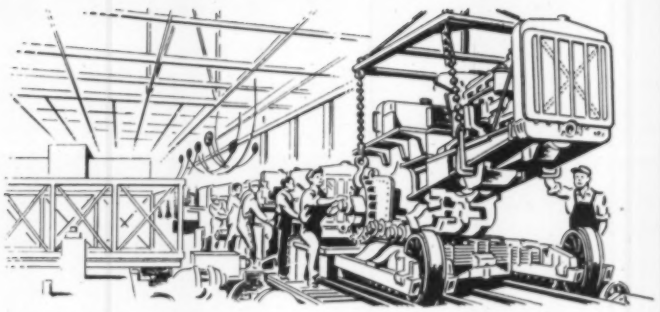
There's never an idle, never a dull moment on the INS wire. The INS newscaster never sounds like a parrot—because he has a constant flow of fresh, rich, *new* material to draw upon. The emphasis is on human interest, and local and regional as well as national and international significance. The writing is the product of journalism's greatest craftsmen—men and women whose superior abilities make for distinctive newscasting and permanent *INTERESTED* listening audiences.

Banish the parrot from your microphones! Give your radio audience the fuller benefits of INS—the best news service "buy" in America for radio.

INTERNATIONAL NEWS SERVICE

235 EAST 45th STREET, NEW YORK 17, N. Y.

how would you like A 15.9 FARM PROGRAM *in* PEORIAREA?



● When a local *farm program* gets a 15.9 Hooperating even in an industrial city like Peoria—that's news! Yet that's what Farmer Bill's Noon Farm Markets does on WMBD, Peoria*—and Farmer Bill is only one of *many* fine local programs on WMBD!

Matter of fact, there's hardly a station represented by F&P which doesn't offer economical *local programs* that compete very favorably with network attractions. Since these stations and programs can be bought one-by-one in any number of markets you wish, they offer you high audience-ratings, *plus Bull's-Eye economy, flexibility and effectiveness.*

Let's discuss the potentialities that spot broadcasting holds for *you* . . . in *any* of the markets at the right.

**Hooper Report, Winter-Spring, 1947*

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK: *444 Madison Ave.* | CHICAGO: *180 N. Michigan Ave.* | DETROIT: *Penobscot Bldg.* | FORT WORTH: *406 W. Seventh St.* | ATLANTA: *Palmer Bldg.* | HOLLYWOOD: *6331 Hollywood Blvd.* | SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 13 WASHINGTON, D. C., SEPTEMBER 29, 1947 $7.00 A YEAR—20c A COPY

Industry Pushes for Petrillo Showdown

Committee on Music Being Formulated By NAB

By J. FRANK BEATTY

EVENTS in the broadcasting-Petrillo battle, with all forms of music rendition at stake, are pointed toward a showdown as all industry segments prepare to face the AFM czar with a united front.

Even as NAB was organizing an industrywide music policy committee, Rep. Carroll D. Kearns (D-Pa.) offered his services to settle the entire dispute and bring all parties into agreement without loss of music to broadcasters or loss of wages to musicians.

Other developments in a fast-moving musical week were:

Petrillo invited FMA President Everett Dillard to an Oct. 1 conference on FM music. Rep. Kearns will participate, as will the FMA Music Committee.

The AFM head is probing alleged Yankee Network's duplication of network music on FM outlets.

He lifted his ban on broadcasting by amateur musicians, with one eye on Taft-Hartley Act.

Continental Network (FM) continued sponsored music series with performers not under AFM aegis.

NAB President Justin Miller last week sent telegrams to a number of broadcasters asking them to serve on NAB's new industrywide committee. The committee will be representative of AM, FM, television, transcription and other segments of the industry. It will serve as a long-range planning group.

First meeting likely will be held in Washington but no date has been set. Consideration of other members is still under way, with FMA, TBA and transcribers suggesting their own representatives.

To Form Front

With completion of its membership, the committee will set about the task of bringing all interests together to permit a solid industrywide approach to the music problem. Formation of the committee was authorized by the NAB membership in a resolution adopted at the Atlantic City convention [BROADCASTING, Sept. 22].

New approach to the problem appeared as Rep. Kearns told BROADCASTING from his Conneaut Lake (Pa.) home that he believed the whole broadcasting-AFM controversy could be resolved. He has postponed his special House Petrillo Subcommittee investigation to give the union head a chance to negotiate with broadcasters without interruption.

Last August Rep. Kearns had indicated he would defer calling Mr. Petrillo for further testimony Sept. 15 because the timing clashed with the NAB convention. He had planned to call him later this month. Now he has decided both parties would be in better position to negotiate if the House hearing is postponed indefinitely.

Kearns' Viewpoint

Rep. Kearns was with the AFM president last Monday as announcement was made that a one-year pact had been signed by the union and two national school organizations, Music Educators National Conference and American Assn. of School Administrators.

The Congressman, a musician and AFM card holder, said he is satisfied Mr. Petrillo does not desire to obstruct the development of FM but that he is merely trying to work out a permanent policy because of his conviction that FM will soon be a fast-growing medium. Rep. Kearns feels that AFM musicians were pulled off Continental Network, though it was paying full AM network scale, to give Mr. Petrillo a week or two to devise a scale of rates.

Rep. Kearns, who has had frequent talks with the union leader, said he has not heard the idea of stopping all networking of music mentioned since the House hearing last July [BROADCASTING, July 14]. He considers the musicians' leader a reasonable man anxious to get more work for musicians out of a medium without at the same time crippling its growth.

From his Congressional vantage point he foresees the crystallizing of several simultaneous issues—AM network contract negotions (contracts expire Jan. 31, 1948); FM duplication of network programs; FM network performances; transcription and record performances; televised music.

All these, he feels, are facets of one problem that can be solved satisfactorily for all parties without loss of music performances by media or loss of work by musicians.

The Wednesday morning conference of AFM and FMA officials is designed to work out a solution of the Continental Network problem. However Mr. Petrillo indicated last week that he would announce prior to the meeting his decision in the appeal of AM network presidents for reconsideration of the ban on duplication of network programs on FM outlets of AM affiliates.

FMA's Position

FMA would enter the conference at a disadvantage if an adverse decision were handed down in advance. FMA naturally desires the right to duplicate network programs but feels the problem would be more difficult if Mr. Petrillo reaffirmed his prior ban.

From FMA's standpoint, the music problem is divided into two phases—FM duplication and separate musical performances on an FM network (Continental). FMA hopes to know Petrillo's stand on FM as a result of the Wednesday meeting. Representing FMA will be its Music Committee, named a fortnight ago at the FMA Convention in New York: Everett Dil-

(*Continued on page 73*)

NAB Starts Rewriting New Standards

Board Committee Named To Screen Station Suggestions

(Also see story page 32)

JOB of rewriting disputed portions of the Standards of Practice has been started by NAB. The code was adopted in tentative form by the Board of Directors at its post-convention meeting Sept. 19 [BROADCASTING, Sept. 22].

Machinery to draw all possible suggestions and criticism from member stations is being set up following transmission of a copy of the document to stations, accompanied by a letter from President Justin Miller.

Assembly and screening of ideas and criticisms will be handled by a special board committee of four, appointed last week. Members of the committee are Harold E. Fellows, WEEI Boston and District 1 Director; John F. Meagher, KYSM Mankato, Minn., and District 11 Director; Willard Egolf, WBCC-FM Bethesda, Md., Director-at-Large for Class A FM stations; Harold E. Fair, NAB Director, Program Dept.

Letters started flowing into NAB last week, offering ideas for changes in specific portions of the code. Many communications came from persons outside NAB ranks, all of them endorsing the code in principle and commending the association.

Analysis Job

Mr. Fair and his assistant, Ben Miller, will sort and analyze the letters in preparation for a meeting of the special board code committee, tentatively slated Nov. 3 in Washington. This group in turn will prepare a report to the board, which will meet in mid-November. Final adoption of the code may occur at the board session.

The proposed code came out of the Atlantic City convention 90% intact. Critics concentrated on such provisions as the overall three-minute limit on commercials, the blocking of time segments, ban on dramatization of controversial issues and a few other provisions.

Should suggestions received during the next month be confined to this 10% portion of the code, the rewriting job of the Board of Directors will be simplified.

Typical of comments by independent station operators was that of Ben Strouse, WWDC Washington. Mr. Strouse urged simpler restrictions, including a flat 3 minute 30 second limit on commercials in 15 minutes, granting more leeway. He said room should be provided for want-ad and women's programs, and suggested service announcements should be permitted adjacent to an ordinary spot or station break, with other double-spotting eliminated. Mr. Strouse said he feared "there are a number of sta-

(*Continued on page 74*)

How NAB Code Affects You . . . Page 18

Atlantic Grid Series on 91 Stations

More Than 250 Contests On Oil Firm's 1947 Schedule

RADIO coverage of the greatest total number of college, high school and professional games scheduled by the Atlantic Refining Co. in its 12 consecutive years of football broadcasting has been announced for 1947 by Joseph R. Rollins, advertising manager of Atlantic.

Company will sponsor the airing of more than 250 contests over regional networks totaling 91 radio stations. Schedule includes 148 college, 78 high school and 22 professional games. First game was aired Sept. 20.

Additional games will be added as the season advances. Atlantic's schedule for remainder of seasons follow:

College Games

OCT. 4

Tennessee—Duke—WBIG WBT WDNC WJMX WPTF WEED WSPA; Tulane—Georgia Tech—WRDW WMBR WMAZ WDBO WFOY; Harvard—Boston U.—WHDH; Holy Cross—Temple—WAAB WHOB; Purdue—Ohio State—WTAM WBNS; Pennsylvania—Lafayette—WCAU WXPN; Penn. State—Bucknell—WMAJ WKOK; Pittsburgh — Notre Dame — KDKA WGR WKAP WCHA WHGB WSCR WBAX WCED WERC WDAD WARD WMRF WMBS WNAE; Princeton —Brown—WHIM WTTM; Syracuse—Dartmouth—WSYR; V. P. I.—Virginia—WCHV WBTM WLVA WRNL WDBJ; Yale — Cornell — WACE WKNB WNHC WNBF WHCU WHEC WGY; Maryland — Delaware — WDEL; Clemson — Wake Forest—WFBC.

OCT. 10

Boston College—Kansas State—WHDH WHOB WNHC.

OCT. 11

Brown—Rhode Island State—WEAN; Colgate—Cornell— WNBF WGR WENY WHCU WHEC WGY; Dartmouth—Penn. —WKXL WONS WKBR WWCO WFPG WCAU WKAP WHGB WSCR; Holy Cross — Villanova — WHIM WEIM WLLH WBRK WAAB; Navy — Duke — WOR WCHA WORK WILM WBOC WRDW WBIG WBT WBAL WDNC WJMX WJEJ WMBR WMAZ WDBO WSAV WSPA WFOY WRAK; North Carolina—Wake Forest—WPTF WEED; Ohio State—Southern California — WTAM WBNS; Fordham—Penn State—WAZL WMAJ WBAX WJSW WISR WDAD WARD WMRF WKRZ WMBS WNAE WJPA WCED; Michigan — Pittsburgh — WERC KDKA; Syracuse — Temple — WSYR WIBG; Virginia — Harvard — WHDH WACE WHOB WCHV WBTM WLVA WRNL WDBJ; Columbia—Yale—WNHC WKNB WNAC WICC WSAR WNLC; St. Bonaventure—King's Point—WHDL; Bucknell—Delaware—WKOF WDEL; F. & M.—Lebanon Valley—WGAL; South Carolina—Furman—WFBC.

OCT. 17

Boston College—L. S. U.—WHDH WHOB WNHC; Temple—Muhlenberg—WIBG; Albright—G. & M.—WGAL.

OCT. 18

Cornell—Navy—WHCU WNBF WGR WHDL WHED WGY WORK WILM WBOC WJEJ WBAL; Dartmouth—Brown —WEAN; Duke—Maryland—WBIG WBT WDNC WJMX WPTF WEED WSPA; Georgia Tech—Auburn—WRDW WFBC WMBR WMAZ WDBO WFOY; Harvard —Holy Cross—WHDH WACE WHOB WKNB WHIM WBRK WAAB; Ohio State—Iowa—WTAM WBNS; Pennsylvania—Columbia—WFPG WCAU WXPN WKAP WCHA WHGB WGAL WBAX; Penn State—Syracuse—WSYR WMAJ WJSW WISR WDAD WARD WMRF WKRZ WMBS WJPA WENY WCED; Indiana — Pittsburgh — WERC KDKA; Princeton—Colgate—WTTM; Virginia—Washington & Lee — WCHV WBTM WLVA WRNL WDBJ; Yale—Wisconsin—WNHC WNAC WICC WKXL WSAR WEIM WONS WLLH WKBR WNLC WWCO WOR.

OCT. 19

Canisius—St. Bonaventure—WHDL.

OCT. 23

South Carolina — Clemson — WFBC WSPA.

OCT. 24

Boston College — Villanova — WHDH WHOB WNHC.

OCT. 25

Colgate—Brown—WEAN; Wake Forest —Duke—WBIG WBT WDNC WJMX WPTF WEED; Harvard — Dartmouth — WHDH WHOB WKNB WKXL WKBR; Pennsylvania — Navy — WNAC WICC WSAR WNLC WFPG WGY WCAU WXPN WKAP WCHA WHGB WAZL WSCR WBAX WORK WILM WBOC WJEJ WBAL; Penn State—West Virginia—WMAJ WISR WDAD WARD WMRF WKRZ WMBS WJPA; Pittsburgh — Ohio State — WGR WJSW WERC KDKA WTAM WBNX WCED; Princeton —Cornell—WNBF WHCU WOR WHEC WTTM; Syracuse — Holy Cross — WHIM WEIM WONS WLLH WBRK WWCO WAAB WENY WHDL WSYR; V. M. I.—Virginia—WCHV WBTM WLVA WRNL WDBJ; Yale — Springfield — WNHC WACE; Delaware — Gettysburg—WDEL; Bucknell—Temple—WIBG WKOK; F. & M.—Dickinson—WGAL.

OCT. 26

St. Bonaventure—St. Louis—WHDL.

OCT. 31

Niagara—St. Bonaventure—WHDL.

NOV. 1

Boston College — Georgetown—WNAC WLLH; Brown — Holy Cross — WACE WKNB WEIM WBRK WEAN WAAB; Cornell—Columbia—WNBF WBR WHCU WHDL WHEC WGY; Georgia Tech—Duke—WRDW WBIG WBT WBTM WDNC WJMX WFBC WMBR WLVA WMAZ WDBO WDBJ WFOY; North Carolina — Tennessee — WPTF WEED WSAV WSPA; Ohio State—Indiana—WTAM WBNS; Penn State—Colgate—WENY WSYR WCHA WSCR WMAJ WBAX WJSW WISR WCED WERC WDAD WARD WMRF WKRZ KDKA WMBS WNAE WJPA; Princeton—Penn —WCAU WTTM WKAP WHGB WORK WILM WBOC WJEJ WBAL; Temple—Oklahoma A & M—WIBG; Virginia—Richmond—WCHV WRNL; Yale—Dartmouth—WNHC WHOB WHIM WICG WKXL WSAR WONS WKBR WNLC WWCO WOR; Delaware—F. & M.—WGAL WDEL; Harvard — Rutgers — WHDH.

NOV. 8

Boston College—Wake Forest—WNAC WKXL WLLH WKBR; Cornell—Syracuse—WNBF WGR WENY WHCU WHEC WGY WSYR; Duke — Missouri — WBIG WBT WDNC WJMX; Harvard—Princeton—WHDH WACE WOR WFPG WTTM; Holy Cross — Colgate — WAAB WHOB WKNB WHIM WBRK WAAB; Clemson —Furman—WFBC; Muhlenberg—Gettysburg — WKAP; Navy — Georgia Tech — WORK WILM WBOC WERC KDKA WNAE WRDW WJEJ WMBR WMAZ WDBO WSPA WFOY WBAL; North Carolina—N. C. State—WPTF WEED; Ohio State — Northwestern — WTAM WBNS; Pennsylvania—Virginia—WCAU WXPN WCHV WBTM WLVA WRNL WBBJ; Temple — Penn State — WIBG WCHA WHGB WAZL WMAJ WBAX WJSW WISR WCED WDAD WARD WMRF WKRZ WMBS WJPA; Yale—Brown—WNHC WICC WSAR WEIM WONS WNLC WEAN WWCO; Delaware —Western Maryland—WDEL; St. Bonaventure—Bowling Green—WHDL; F. & M.—Washington & Jefferson—WGAL.

NOV. 15

Tennessee — Boston College — WKNB WHIM WNAC WICC WSAR WLLH WNLC; Dartmouth — Cornell — WKXL WKBR WHCU; Duke—South Carolina—WBIG WBT WDNX WJMX WFBC

(*Continued on page 69*)

Press Wireless Elects

WILLIAM J. McCAMBRIDGE, who resigned as general manager of Press Assn., New York, last May, has been elected president of Press Wireless Inc., New York. Mr. McCambridge was general manager of Press Assn. for the last seven years and prior to that was assistant general manager of Associated Press, New York. Mr. McCambridge succeeds A. Warren Norton, who resigned as president of Press Wireless recently to devote all his time to the presidency of Press Wireless Mfg. Co., New York.

Agency to Submit Shows

SHOW PRODUCTIONS, affiliated company of Dancer-Fitzgerald-Sample, New York, will submit two or more shows this week to Procter & Gamble Co., (Dreft) Cincinnati, as replacements for the *Mystery of the week* five times weekly 7-7:15 p.m. on CBS. Meanwhile the advertiser will continue to sponsor the mystery show until a substitute is accepted.

Convention Roundup

FURTHER reports on developments at the NAB's Convention are contained in stories on the following pages:

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Drawn for BROADCASTING by Sid Hix

"Relaxing? Ha! He's taking field intensity measurements!"

KSL to Radio Sales

IVOR SHARP, vice president and general manager of KSL Salt Lake City, last Friday announced appointment of CBS Radio Sales to represent the station nationally commencing Jan. 1, 1948. The station, a CBS outlet, operates on 1160 kc with 50,000 w. For the past 16 years KSL has been represented by Edward Petry & Co.

ANA's Convention Program Arranged

Advertising Leaders to Convene In Atlantic City Oct. 5-8

ARRANGEMENTS for the 38th annual meeting of the Assn. of National Advertisers at Chalfonte-Haddon Hall, Atlantic City, Oct. 5-8, have been completed.

Principal speaker on Monday, Oct. 6, will be Bryan Houston, vice president of the Pepsi-Cola Co., who will introduce a discussion on "'How to Get the Most Out of Your Advertising." Others on the panel for this discussion are: T. Mills Shepard, McCall Corp., moderator; John Caples, BBDO; William Ricketts, N. W. Ayer & Son; Henry Godfrey, Schenley Distillers Corp., and D. B. Lucas, Advertising Research Foundation.

Later Monday afternoon a round-table discussion on outdoor advertising is scheduled, with R. M. Gray, Standard Oil Co. of New Jersey, as chairman. The theme of Tuesday afternoon's discussion will be "How to Get the Most Out of Your Advertising Agency." This will be illustrated dramatically by a "cast" of five including. Gerald Carson, Kenyon & Eckhardt; Sanford Gerard, Lennen & Mitchell; Arno Johnson, J. Walter Thompson; Jack Robinson, Kudner Agency; Allen Wilson, Advertising Council.

ANA sessions on Wednesday, Oct. 8, will be devoted to the presentation of a first-hand picture of the foreign and domestic economic situation as related to advertising and selling. This will be given by Robert L. Garner, vice president and general manager of the World Bank, and Lewis H. Brown, Johns-Manville board chairman.

Miller Named

JUSTIN MILLER, NAB president, was named a member of the Citizens Food Committee by President Truman serving under Chairman Charles Luckman, president of Lever Bros. The committee represents all facets of the nation's economy. Among other members are T. S. Repplier, president, Advertising Council, and Eugene Meyer, *Washington Post*. Mr. Luckman stated Thursday the committee will serve in an advisory capacity to the Government.

Expect FCC to Continue Hobbling Along

Denny, Durr and Jett Future Plans Are Uncertain

HAVING hobbled along since last May with substantially less than its seven-man board, the FCC is headed for another siege of understrength operation.

At least three members of the seven-man Commission will be away from Washington for prolonged stays beginning next month. There persisted reports of prospective sweeping top-level realignment before the new year.

Commissioner E. K. Jett, one of the mainstays at the International Telecommunications Conferences at Atlantic City, has tentatively accepted appointment as head of the U. S. delegation on the Provisional Frequency Board to hold forth in Geneva, Switzerland, beginning Jan. 15. While the board will function for 18 months or two years to fulfill allocations committments of the Atlantic City conference, Mr. Jett has committed himself to an appointment of only six months, during which time he will remain a member of the FCC.

Commissioner E. M. Webster, safety services expert, leaves Oct. 25 for London for an international conference on coordination of various safety services, and will return in December. He leaves again in April for London for a considerably longer conference on safety of life at sea.

Plans Vacation

Mr. Jett's action gives rise to renewed speculation about the future makeup of the FCC, and more particularly the plans of Chairman Charles R. Denny, who has neither confirmed nor denied reports [BROADCASTING, Aug. 11] that he might resign before the year's end. These reports also linked Mr. Jett and Commissioner C. J. Durr, Democratic left-winger, with the year-end resignation reports.

Mr. Denny, who has performed prodigiously as chairman of all three of the Atlantic City Telecommunications Conferences since they convened last May, is going to take a long vacation following the adjournment of these conferences, or shortly thereafter. The conferences may wind up this week or next. Mr. Denny may return to Washington about mid-October to sit in on long-delayed oral arguments. It is now definite, however, that he will not participate in the highly controversial clear channel hearings which get under way Oct. 20.

Comr. JETT

Even in FCC quarters, there is speculation as to whether Mr. Denny will return to the Commission following his vacation of three weeks or a month. He has a number of offers, and has obviously considered entering private law practice. When NBC recently reorganized its top-level structure [BROADCASTING, Aug. 4] the vice presidency and general counselship was vacated by A. L. Ashby, who retired. It was not filled. It was presumed that this post was discussed with Mr. Denny by President Niles Trammell.

Reached Government Peak

Mr. Denny had committed himself to see through the international conferences. He has carried the FCC through its postwar workload, and has succeeded in procuring for the Commission its highest peacetime appropriation of $6,240,000. Thus, it is felt, he has achieved the peak of his Government service, and that he now can ask to be relieved of that responsibility to enter more remunerative private business or private practice.

Whether Commissioner Jett will return to the FCC after his European tenure, which will carry him through June 30, likewise is problematical. If headquarters of the International Frequency Registration Board, the permanent organization growing out of ITC, had been established in the United States as a UNESCO function, it is known on highest authority that he would have accepted such an appointment. The ITC, however, designated Geneva as headquarters for both the IFRB and the Provisional Frequency Board on which Mr. Jett will serve. Mr. Jett, whose entire career has been spent either in the Navy or in Government radio regulation, also has had a number of outside offers. Evidently he does not plan to consider any of them until his return from Geneva next year.

The Geneva post carries no salary. Hence Mr. Jett will continue as a Commissioner appointed by our Government to head the Geneva delegation.

Mr. Durr has kept his own counsel on his plans. A Wallace school ultra-liberal, his term expires next June 30. Whether he could be reappointed, or confirmed by the Senate if renominated, is highly doubtful. Scuttlebutt has linked him with law professorships at Yale or his native U. of Alabama, and also with the presidency of smaller schools in the South. It is generally thought he won't be with the FCC at the year's end.

With the Atlantic City conferences drawing to a close, two high-ranking Americans, in addition to Commissioner Jett, have been nominated for important foreign posts. Capt. Paul D. Miles, chief of the Frequency Services — Allocations Division, has been designated representative on the IFRB, the post Mr. Jett probably would have accepted if the locale had been the United States. This position is for a five-year term, and Capt. Miles will resign from the FCC to accept it. It is understood it pays $12,000 annually with subsistence, tax-free.

Capt. Miles

Francis Colt deWolf, chief of the State Dept.'s International Telecommunications Division, and vice chairman of the Atlantic City conferences, has been named the U. S. representative on the International Telecommunications Union's Administrative Council, which serves in effect as the board of directors of the ITU. This assignment, like Mr. Jett's, is non-permanent. Mr. Jett will have on his delegation representatives of the various governmental agencies identified with telecommunications as well as private carrier representatives and observers.

Adjust Allocations

The PFB assignment will be to re-work the present Berne (Switzerland) allocation lists so as to fit existing stations into the new high frequency bands according to sound engineering principles, and by mu-

(*Continued on page 74*)

ITC Finish This Week Is Foreseen

New Signed Regulations Will Become World Radio Law

By BRUCE ROBERTSON

REPRESENTATIVES of 78 nations attending the International Telecommunications Conferences will wind up their summer's labors early this week when they sign the New International Radio Regulations and the Atlantic City Convention which when ratified by the U. S. Senate and its counterparts in other nations, will succeed the Cairo Convention as the radio law of the world.

Signing has been tentatively scheduled for tomorrow (Sept. 30) and appearances last week were that this deadline would be met.

Major part of last week's work was the reading and correcting of the first printed proofs (blue) of the findings of the conferences. In some cases the corrected proofs (pink) were being considered. Finally, the delegates will receive white proofs which presumably will become the official documents. The table of frequency allocations between 10 kc and 10,500 mc, including those to the various broadcasting services, standard, FM, TV, etc., is in the pink proof stage.

This table allocates to standard broadcasting the frequencies between 535 and 1605 kc on a worldwide basis, with an additional 10 kc band, 525-535 kc, added in the European zone. Disposal of the new broadcasting channel added at the lower end of the band in the American zone will be made by a regional conference, probably the upcoming NARBA meeting.

European Regions

In the European region, which also includes USSR, Turkey and Africa, the 160-255 kc band has been set aside exclusively for broadcasting. Ten kc below that, 150-160 kc, are also allocated to broadcasting on a shared basis with maritime mobile services, provided the latter do not interfere with the broadcasting activities, and in Eastern Europe broadcasting will share with other services the 255-285 kc band.

The bands 2300-2495 kc, 3200-3400 kc, 4750-4995 kc and 5005-5060 kc, have been set aside for tropical broadcasting in tropical countries where high atmospheric noise level makes it impossible to supply a satisfactory service in the low, medium or very high frequencies. In the European and Asiatic regions, broadcasting shares with fixed services 3950-4000 kc.

In the shortwave part of the spectrum in which most International Broadcasting takes place, the bands of 5950-6200 kc, 9500-9775 kc, 11700-11975 kc, 15100-15450 kc, 17700-17900 kc, 21450-21750 kc, 25600-26100 kc have been assigned to broadcasting on a worldwide basis. The 7100-7300 kc band is also assigned to broadcasting in the non-American regions, which permit amateurs to share with broadcasting the 50-kc strip, 7100-7150 kc.

Higher up the scale, the 41-68 mc band is assigned exclusively to broadcasting in the European-Afri-

(*Continued on page 74*)

Radio Saves Lives, Property in Storm

Outstanding Work Reported Through Blow Area

RADIO'S VALUE to the community and nation was reemphasized as reports continued to pour in telling of the industry's untiring effort and herculean job of public service during the recent Florida and Gulf coast hurricane.

From station after station, as well as amateur operators, came stories of courage and devotion to duty in the face of great obstacles to make up another chapter in radio's history of service to the public.

In Miami all stations did outstanding work.

WKAT was able to stay on the air during the peak of the hurricane. Mutual said last week that planning of Chief Engineer Tom McGee enabled the station to provide this service. During the seven days preceding the storm while the weather bureau was posting warnings, Mr. McGee was busy collecting emergency equipment for the station. The entire WKAT staff remained on duty for the 36 hours preceding the storm and 500 calls an hour were received during that period, according to the station.

WGBS Miami lost two transmitter towers at the height of the hurricane, but stayed on the air with the one remaining tower. Only a few minutes were required by transmitter engineers to make quick adjustments and get the station back on the air after the two towers were destroyed by 125-mile-an-hour winds. In accordance with a previously formulated plan, engineers and announcers went on duty at the transmitter the night before the storm. Duplicates of all local programs plus a supply of recorded music were kept at the transmitter. The foresightedness paid off, for the AT & T lines were disrupted and no network service was available from Wednesday to Friday, when it was resumed only on a share basis with other network stations. Messages from other parts of the country requesting information about relatives were said by the Red Cross to have achieved nearly 100% response. All pertinent information was broadcast in both English and Spanish. The station was fortunate to have on hand four broadcast towers for its new 50-kw transmitter.

WIOD Miami stayed on the air continuously for 36 hours, 5 minutes, during the storm, except for a 6½-minute break when one tower bent in the middle and the transmitter had to be retuned and another 1½-minutes when short breaks in commercial power were experienced. WIOD's wire-recorder crews were active bringing in on-the-spot interviews from Red Cross hurricane shelters and other points. Hourly weather reports were broadcast in Spanish by Blanca Estrella, WIOD's Spanish commentator.

WQAM Miami lost no air time by switching to auxiliary power when regular current failed. The station stayed on all night Sept. 16 and telephone operators remained on duty to help those whose radios went out because of power failure.

Chief Engineer Gene Rider flew with Navy hurricane hunters into the heart of the storm near Puerto Rico on Sunday, bringing back wire recordings of his experiences. Later Special Events Director Marshall Parsons and a staff of engineers made a tour of the damaged area from Miami to West Palm Beach. ABC feeds were furnished by the station five times during the emergency. No damage was suffered at the transmitter, but there was water damage at the studios.

Up in Jacksonville, WJHP got together with AP in an attempt to furnish news for Miami newspapers.

In West Palm Beach, where the storm struck heavily, WJNO claimed to be the last station in the area to leave the air and the first to return. When the storm jack-knifed WJNO's tower at 9:05 a.m. Wednesday, the station was forced to leave the air, but returned at 11:12 a.m. using a temporary L type antenna. Manned by WJNO Engineers Warren Spencer and Curtis Brinson, amateur station W4HDX moved its 15 kw emergency power into the studios and proved to be the only contact for 48 hours. The Red Cross praised the station as a reliable communication in the area during that period. The West Palm Beach City Commission issued its first resolution to WJNO for its service which it said was largely responsible for the fact that there was no loss of life. This was WJNO Manager Stephen Willis' second hurricane experience, having been manager of WPRO Providence when the 1938 hurricane hit there.

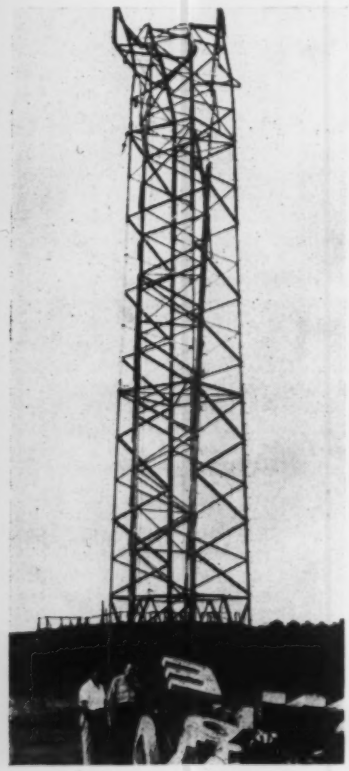
On the other side of Florida, Meteorologist W. W. Talbott reported that Tampa and the Florida West Coast would have had virtually a blackout on weather information the night of Sept. 17 had it not been for WDAE Tampa and a group of amateur operators who stayed at their posts throughout the night to furnish data to the Weather Bureau. When power failed at 9 p.m. on Sept. 17, WDAE furnished the Weather Bureau an emergency transmitter unit, enabling them to carry on. In addition, WDAE cooperated with a request from WTSP St. Petersburg and made its facilities available for people of the Gulf Beaches area to hear hourly reports.

WALT Tampa set aside its regular program schedule and concentrated on storm news, opening its facilities to all agencies for special announcements, directing workers for the local ship yards, as well as fishing fleet units, and drivers of cabs, trucks and relief units. No station damage was suffered.

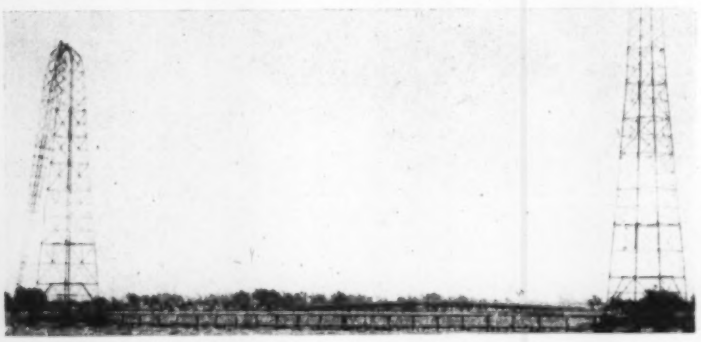
WFLA Tampa carried reports at least every hour and remained on the air all night Sept. 17. Contact was kept with outlying sections by telephone and through highway patrol and other agencies. The station twice furnished details for

(*Continued on page 84*)

THE OFT-TOLD SAGA of radio's outstanding service to a suffering humanity was re-echoed as the fury of hurricane again ripped across Florida into other parts of the South. It was the voice that not even the elements could quell . . . radio's voice that earlier this year had faithfully served in the Texas City calamity, the Southwest's tornado, and other disasters. Here the editors of BROADCASTING have compiled the first reports coming from the devastated areas.

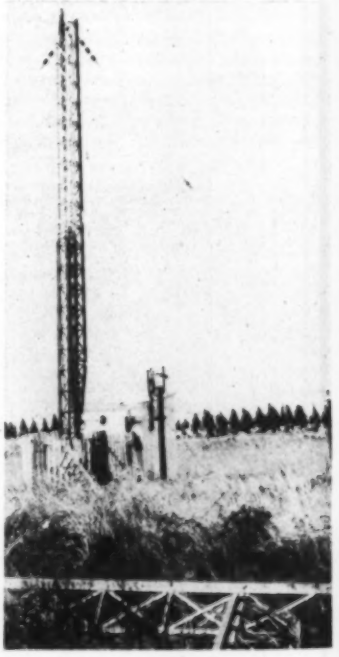


Destruction at WNOE



One WIOD tower down in the bay

WWL's flooded transmitter



Toll on WGBS towers

Postwar New Station Demand Lessens

FCC Estimates AM Requests Are Down 50%

By RUFUS CRATER

THE POSTWAR DEMAND for new radio stations is leveling off. The boom is dying down.

It isn't openly apparent yet. But there are signs, and observers are convinced that at last, two years after the end of the war, the situation is moving back toward "normal."

The two boomtime years have almost doubled the number of AM stations. FM outlets have increased almost 2,000%. Television authorizations have gone up about 1,000%. There are enough applications still waiting before the FCC to swell these figures substantially, particularly in AM and FM, and new ones are still going in. But the pace now is a little slower.

FCC authorities have estimated that the rate of new AM applications is about 50% as great as it was a year ago, and that FM applications, although there has been a spurt in recent weeks, are running "a little behind" last year's so far as overall totals are concerned. Television applications are few, compared to those for AM and FM, but the rate appears to have picked up somewhat since issuance of the color television decision in March.

Consistent Progress

For the first time FCC appears to be making consistent progress in reducing its overall broadcast workload. For a long time the harder the FCC worked, the larger its backlog grew. Now, although 1947 new-station grants to date are running almost 30% behind the comparable period in 1946, the number of pending applications for new outlets is approximately the same distance, percentagewise, below the backlog of September a year ago.

Just how much have the various services gained during the two boomtime years since normal licensing procedures were resumed in October 1945? The increase may be summarized roughly in the following table, showing approximate totals on stations licensed or authorized as of late 1945, in September 1946, and today:

Service	Late 1945	Sept. 1946	Current
AM	961	1,297	1,873
FM[1]	48	562	949
TV[2]	6	35	68
All Services	1,015	1,894	2,890

[1] Stations licensed, plus conditional grants. Forty-eight licenses were outstanding in 1945 and 1946; there are now 57.
[2] In each period, six licenses were outstanding.

Approximately 1,786 of the 2,890 currently authorized stations are in operation, with 1,136 under construction. In AM 1,387 are operating under licenses and about 100 others are on program or equipment tests. In FM 57 stations are licensed and about 230 others are in "interim operation." Twelve of the authorized commercial television stations are presenting regular program services, six of them under regular licenses.

What is the task ahead of FCC? Latest available figures show some 704 applications pending for new AM stations, 132 for FM, and 16 for television. There are also about 275 applications for changes in the facilities of existing AM outlets. Thus about 1,127 requests for new or improved facilities are now awaiting FCC disposition.

Formidable Workload

This is an admittedly formidable workload, but not quite so great as the totals at several other periods during the last two years. When the Commission returned to normal licensing procedures in October 1945, the figure was 1,336. A little more than a year later, at the end of October 1946, it had dropped to a little more than 1,200. But in February 1947, after an unexpectedly sharp upswing in AM applications preceding the three-month temporary expediting procedure, the backlog grew to more than 1,400.

Neither the apparent waning of new applications nor the slight reduction in overall backlog should unduly excite applicants with hopes of immediate grants, however. FCC Chairman Charles R. Denny warned, in testimony during appropriations hearings before Congress earlier this year, that "even if no applications are filed during the balance of this fiscal year and even if no applications are filed during the entire 1948 fiscal year, we would do well . . . to be on a current basis by June 30, 1948."

Although it now seems to be tapering off, the demand for new AM stations has consistently surprised both FCC and industry observers. When the Commission started processing the backlog that accumulated at war's end, the total was under 400. Today's figure is about 700. With almost 900 new AM stations authorized in the meantime, there is nothing startling in the fact that new applications appear to be coming less frequently. Aside from the economic factor, the AM band simply is approaching saturation.

The truth of this is evident from FCC's own estimate that 70% of future new-station applications may have to go into hearing because of engineering conflicts. Close to 400 AM new-station applications are now in one or another process of hearing—awaiting hearing, or already heard but not yet decided.

WITH THE AM field rapidly approaching saturation, FM outlets having increased almost 2,000%, TV 1,000% in the two years since war's end, the pace is growing slower at the FCC, the situation is moving toward "normal." And for the first time FCC appears to be making progress in reducing its broadcast workload.

There has been no statistical breakdown according to services, but FCC already this year has issued proposed decisions in an estimated 75 docket proceedings (averaging four to five applications per decision), and a new hearing calendar covering 350 to 400 AM, FM, and video cases is due shortly.

Economic Factor

The economic factor cannot be discounted in considering the drop-off in filings for new AM stations. About a dozen AM assignments have been deleted this year, most of them voluntarily by grantee companies before they went into operation, as compared with four during the fiscal year 1945-46 and two in 1944-45.

The rate of station sales also is picking up, attributable in many cases to economic factors. There have been a few mergers of grantee companies operating in the same communities. At present about 60 applications for transfer of control or assignment of license (or construction permit) are pending before FCC. These, of course, include many established stations and a number undergoing corporate realignments without change of ownership. They also include many stations still building or just recently on the air, being sold by grantees who have reconsidered their prospects in the light of growing competition.

Abnormal circumstances have developed intermittently in AM, FM and television which make it impractical to trace closely the trends of demand in any of the services. While FM applications early this year lagged considerably behind those for the same period a year ago, for example, there has

(*Continued on page 75*)

Re-Opening of Clear Channel Hearings Now Set for Oct. 20

EXPECTED DATE for a formal FCC decision in the clear channel case, already pushed at least into late winter in most predictions, received another backward nudge last week as the Commission ordered a six-day postponement of the scheduled Oct. 14 resumption of hearings.

The new date for reopening the long-drawn sessions was put at Oct. 20 and was attributed primarily to the delay in reaching adjournment of the International Telecommunications Conferences which are keeping three of the seven Commissioners in Atlantic City.

The ITC, which had been slated to wind up the latter part of September, is now expected to be completed in early October [CLOSED CIRCUIT, Sept. 22]. FCC authorities then re-scheduled the oral arguments which the Commission *en banc* had been slated to hear early next month, and this made it necessary to push back the clear channel date.

It was also pointed out that another *en banc* session—the hearing on FCC's proposal to eliminate Television Channel 1—has been booked to start Oct. 13, just one day before the previously scheduled clear channel resumption.

Remainder of the clear channel hearings will be heard by Comr. Rosel H. Hyde and any other Commissioners who are able to participate. Chairman Charles R. Denny, winding up a summer as head of the international conferences at Atlantic City, plans a vacation starting upon completion of the series of oral arguments and will not be on hand.

The new date marks the fifth postponement of the windup sessions of the hearing that will decide which clear channels should be broken down, if any, and whether power above 50 kw should be permitted. The hearings started in January 1946 and the last session was on Aug. 5, 1946. Resumption was first set for June 2 but subsequently was postponed to July 7, Sept. 17, Sept. 29, Oct. 14, and now Oct. 20.

New Schedule

A new schedule of oral arguments, largely covering proposed decisions and involving 10 separate proceedings, was issued Thursday. The cases and new dates on which arguements will be heard are as follows:

Oct. 8

1. Assignment of license of KMED Medford, Ore. to Medford Radio Corp. or Gibson Broadcasting.
2. Applications of WJIM Lansing and WKRC Cincinnati involving use of 550 kc.
3. Applications of Norfolk Broadcasting Corp. and Tidewater Broadcasting Corp. for new Norfolk stations, the former specifying 1220 kc with 250 w, day only, and Tidewater requesting 1230 kc with 100 w, fulltime.
4. Applications of Lycoming County Broadcasting Co. and Williamsport Radio Broadcasting Assoc., both seeking new stations at Williamsport, Pa., on 1340 kc with 250 w, fulltime.

Oct. 9

1. Applications of Queen City Broadcasting for new Cincinnati station on 630 kc with 5 kw day and 1 kw night, DA fulltime, and of WLAP Lexington and WCPO Cincinnati for same facilities.
2. Applications of Coast Ventura Co. and Ventura Broadcasters for new stations at Ventura, Calif., on 1450 kc with 250 w, fulltime.
3. WORL Boston license renewal; reargument on denial of application.

Oct. 10

1. Proposal to hold Patrick Joseph Stanton's Philadelphia FM application in hearing status for present.
2. Bridgeport, Conn. FM cases.
3. Cleveland FM cases.

How Commercial Part of Code Operates

Radio Schedule Policies And Other Clauses Explained

When does the code take effect?

Sept. 1, 1948.

The board resolution says ". . . subject to contracts in existence on Sept. 19, 1947." Does that mean it applies to all contracts written Sept. 19, 1947 and thereafter?

The intent of the motion was to exclude from the provisions of the standards those contracts which were actually in existence on or before Sept. 19, 1947. All contracts entered into after that date are subject to the provisions of the standards.

What about long-term contracts with one or more years to run, negotiated before Sept. 19, 1947?

No provision has been made for such a contingency. There will be very few such agreements. It is presumed that renewals of long-term contracts will be under the provisions of the standards.

If the present code language is subject to board revision, how can contracts be negotiated prior to final adoption?

The broadcaster can negotiate his contract on the basis of the code as it now stands with provision for later revision of the contract in accordance with possible later revisions in the code.

Will independents have additional representation in the final code drafting process?

Yes.

Will any provision be made for the special problems of FM stations?

Present thinking is that all broadcasters, regardless of type or category, are regulated uniformly by the code.

Is it possible to sell time to political parties?

Yes.

Is it possible to sell time for discussion of controversial issues?

Yes.

Are sponsored political broadcasts controversial issues?

Yes.

Why are not dopester, tip-sheet or race track publications acceptable since the copy itself does not mention odds?

Such publications supply information which encourages gambling even though specific odds are not mentioned.

Why are restrictions imposed on acceptance of business from schools?

In some cases they hold out to the prospective student the promise of a highly paid job after completing the course, which in turn induces the prospect to enroll under the mistaken supposition that he will be hired after graduation.

Can dentists and doctors buy time on the air as they do in newspapers, especially in view of the Dept. of Justice inquiry into anti-trust aspects of such associations?

This question has no bearing on the code. It is entirely a matter of ethics within the dental or medical professions.

Under Product or Service Claims, copy similar to the radio criticism in the film "The Hucksters" might be unacceptable. Could Reader's Digest, *for example, advertise on the air that it contains an article exposing corruption in a public institution or allegedly fraudulent tactics of, say, the watch-repair industry?*

Yes.

Is it necessary to schedule programs exactly to specifications set out in Paragraph 2 under time limitations? For example, can a client be sold 13:55 minutes, followed by one-minute spot and then station break, if total commercial time is less than 3 minutes in 15?

The broadcaster is within the

(Continued on page 72)

WHAT will the new NAB Standards of Practice, as tentatively adopted, mean to the station operator? BROADCASTING asked the NAB headquarters staff a series of code questions. The answers, though not official, represent the trend of NAB's thinking at this point. Many questions involving matters of policy cannot be answered at this time since the board has not set up an interpreting or administrating agency. Many other questions—hundreds, even thousands of them—will arise as the code goes into operation and managers face day-to-day decisions on acceptance of business and copy.

Attack on Radio Not ABA Stand—Rix

Freund Views His Own, Says Bar Assn. President

CHARGES by an American Bar Assn. committee chairman that radio was loaded with crime and proposing an ABA appearance before the FCC to create a test case were officially disclaimed by Carl B. Rix, association president, at the group's Cleveland convention last Thursday.

Mr. Rix announced that the views, expressed at the Wednesday session by Arthur J. Freund, of St. Louis, chairman of a special juvenile crime committee, were personal and did not represent any ABA attitude.

Mr. Freund had claimed that judges, lawyers and legal processes were often unfavorably presented in movies, comic strips and on the air. He said the media feed children an entertainment diet heavy with crime and "dashed with seasoning of illicit sex relations."

He praised NBC for its action barring crime programs before 9:30 p.m. Bar Association appearance before the FCC to oppose renewal of a station license on the ground of crime program excesses, he said, would create a test case involving possible violation of the public interest. He added that ABA should examine the NAB and movie codes with a view to injecting "outside supervision."

Commenting on the Freund statements, Mr. Rix said:

"The statements of Mr. Freund are an expression of his own views and do not reflect any action or views voted or expressed by the American Bar Assn. or any authorized agency of the association.

"The policy of cooperation with the representatives of the press, motion picture industry and radio, formulated at the Washington conference in June, will be continued and implemented. The joint committee, representing the American Bar Assn. and the interested parties, will continue its work in an effort to arrive at satisfactory solutions of this important aspect of American life."

Committee Report

During the convention, the report of the Standing Committee on Communication submitted recommendations: (1) That Sections 309 (a), (b), and (c) of the Senate Bill 1333, providing for the right of hearing by interested parties, be approved; and (2) that Section 402 (e) of said bill, which provides that an interested party may intervene and participate in an appeal, be approved.

[Section 309 (a), (b) and (c) provides that "interested" parties may protest a grant and have it set for hearing. The Section defined "interested party" as including any station which would be harmed either "economically" or by electrical interference as a result of the grant in question.]

The Standing Committee's report also said that "In fairness to the Commission and to the public every effort should be made to the end that there be complete independence on the part of the Hearing Officers and that there be no suspicion to the contrary."

In its recommendations on Censorship, the Committee stated, "This is one of those controversial subjects upon which opinions cannot be reconciled . . . The Blue Book . . . at least points out to the industry some of the factors that are considered by the Commission in determining public convenience, interest or necessity . . ."

Porter, Ex-FCC Head, Blasts Lawyers Who 'Run Down' Radio

A SOUND RAP across the knuckles of those members of the law profession who have criticized radio for depicting "lawyers as shysters" and for presenting "horrific blood and thunder and crime stories" was administered by Paul Porter last Wednesday in a speech before the Criminal Law Section of the American Bar Assn. Convention in Cleveland.

The former FCC chairman pointed out that "the assumption that the Bar Assn. and its members have fulfilled their responsibilities by pointing the finger is in reality a somewhat indolent method of achieving a result. Moreover it invites regulation into an extremely complicated and somewhat dangerous area."

It is difficult, if not impossible, he said, to lay down and enforce "detailed standards of conduct" in an "opinion industry" such as radio, and added "even if the Commission had the basic power to embark upon such a course."

Rather than the negative, critical approach, Mr. Porter suggested a definite plan of action along positive lines. He strongly advised that a program of constructive cooperation between broadcasting, the press and motion pictures be advanced, so that these media could be used for the constructive purposes of which they are capable.

Eager for Cooperation

"I know from my wide knowledge of broadcasters that they are eager for such cooperation," he said. "But cooperation is a two-way street. I submit that the standards and ethics of broadcasters are not any better or any worse than those of lawyers, doctors or any other class or profession. They are businessmen, showmen, entertainers and capitalists. However, inasmuch as their business is endowed with a special public interest and they obtain their licenses in exchange for a promise

(Continued on page 69)

Meet Jim Connolly

Jim's the head of the W-I-T-H newly-established newsroom. And he's quite a guy.

Twenty years with the Baltimore Sun (a byline for 17), Jim brings a richness of knowledge about news and how to handle it that's given to few radio stations.

And, as usual, with all W-I-T-H promotions, Mr. Connolly's news has a Maryland slant.

We still string along with Bonfils old newspaperman's remark. He told his reporters that "a dog fight on a Denver Street is more important than a war in Europe." (He made that crack during the trouble with Spain.)

Year after year, Jim Connolly has built up a reading audience. Today he's well on his way to a big listening following. In addition to assigning the W-I-T-H legmen, Jim chooses and rewrites the news for the announcers.

At 8:45 at night he puts on his own stories. Here's a program that's news at its best.

Gobbled up by smart local advertisers . . . we're holding some time for a national spot.

Jim Connolly is another reason why W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town.

Pick up the phone and call Jake Embry in Baltimore, at the station, or Headley-Reed, almost anywhere. But hurry!

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Mr. ROYAL Mr. NELSON Mr. McELRATH Mr. HAMMOND Mr. KERSTA

★ ★ ★

Five Key Executives of NBC Given Realignment in Duties

FIVE top NBC executives took on additional jobs last week in the network's second major staff realignment in less than two months. The changes were made in order to expedite development of NBC's coast-to-coast video facilities and its "sight - and - sound" programming, according to an announcement by Frank E. Mullen, executive vice president.

John F. Royal, NBC vice president in charge of television, was appointed assistant to the executive vice president (Mr. Mullen) on television. Personnel of the network's video department will report to Noran E. Kersta, director of television operations, who will report in turn to Mr. Mullen.

George McElrath, manager of the Engineering Dept., was appointed director of NBC engineering operations, in order that O. B. Hanson, vice president and chief engineer, might devote most of his time to assisting Mr. Mullen in developing NBC's nationwide video system.

Mr. McElrath, according to Mr. Mullen's directive, will take full responsibility for the management and operation of the technical aspects of NBC's sound broadcasting and the business administration of the home office engineering groups. He is to report to John J. MacDonald, administrative vice president. However, on matters of technical design and engineering Mr. McElrath will report directly to Mr. Hanson, together with Raymond Guy, radio facilities engineer, and Robert E. Shelby.

Charles P. Hammond, NBC's director of advertising and promotion, was appointed an assistant to the executive vice president. James H. Nelson, assistant director of advertising and promotion, was appointed director of this division, reporting to Mr. Hammond. The latter will assist Mr. Mullen in the administration of operating activities, mainly those of sound broadcasting.

Mr. Mullen's statement added that these appointments do not alter "the lines of authority and responsibility established in connection with the organization changes announced on Aug. 1, 1947." [BROADCASTING, Aug. 4]. He explained that Mr. Royal will assist him in the development of talent and features for NBC's video network. Mr. Kersta, he said, will be in charge of the broadcast operations of the NBC television department. Mr. Hanson is to supervise the building and installation of new video stations, inter-connections, relays and other engineering facilities.

Mr. Royal has been in his present post at NBC since 1944, and before that was successively NBC vice president in charge of programs, manager of WTAM Cleveland, and manager of the Cleveland Hippodrome. Mr. Hanson has been with NBC since the company was formed in 1926, at which time he was plant engineer of WEAF, now WNBC New York. He was made a vice president in 1938.

Mr. Hammond, before joining NBC in 1944, was promotion manager of the American Newspaper Publishers Assn. Advertising Bureau. Mr. Kersta came to NBC in 1935, was named assistant television coordinator two years later and was appointed manager of the Television Department in 1941.

Mr. Nelson joined NBC in 1942 and has had his present post since 1945. He was a vice president of the *Saturday Review of Literature* before coming to NBC. Mr. McElrath was in charge of the WEAF transmitter when NBC was formed and has remained with the company ever since. He was named manager of the network's engineering department last year.

Gray Is Appointed To High Army Post

WSJS, WMIT Head Is Assistant Secretary of the Army

GORDON GRAY, Winston-Salem (N. C.) station owner and publisher, was sworn in last Wednesday as Assistant Secretary of the Army.

He is president and publisher of the Winston-Salem *Journal and Sentinel*, which operates WSJS Winston-Salem, and he also owns WMIT Winston-Salem, one of the South's pioneer FM stations.

His appointment, announced Tuesday by President Truman, had the active endorsement of Army Secretary Kenneth C. Royall, who is part owner of WGBR Goldsboro, N. C. Mr. Gray will handle relations between the Dept. of the Army and other departments of the government.

He said the publishing firm's radio operations will be directed by Harold Essex, vice president of the company in charge of radio. In addition to his duties with respect to WSJS and WSJS-FM, Mr. Essex will continue to direct WMIT.

Mr. Gray, 38, who rose from private to captain during three wartime years in the Army, formerly practiced law in New York and Winston-Salem. He is now in his third term as North Carolina State Senator, was chairman of the Senate Finance Committee this year, and also is a member of the State Advisory Budget Commission and the State Board of Purchases and Contract. During the war he served in the European Theatre.

Mr. Royall (r) administering the oath to Mr. Gray

FCC Extends Waiver

THREE - MONTH further extension of the waiver of television's "28-hour rule" was authorized by FCC last Thursday on petition of Television Broadcasters Assn. The rule, waived to Dec. 31, is designated Sec. 3.661 (a) and requires television stations to maintain a regular program schedule of not less than two hours per day nor less than 28 hours per week.

Dissolution of BAC Revealed by Kobak

Says Existence of NAB Code Makes BAC Unnecessary

DISSOLUTION of the "Broadcasters Advisory Council" [BROADCASTING March 10] was announced last week in a joint statement by Edgar Kobak, MBS president, and Frank Stanton, CBS president.

The actual announcement was made by Mr. Kobak, who earlier in the day had presided as chairman of the group's organizational committee at a luncheon meeting in the Waldorf-Astoria. The decision to suspend was voted unanimously at the meeting, Mr. Kobak said, while conceding the difficulty of "suspending" an undertaking that never actually progressed beyond the idea stage.

Mr. Kobak declared, with Mr. Stanton's concurrence, that the "Broadcasters Advisory Council" had decided that the adoption of the NAB code made unnecessary the existence of a group such as theirs. Tracing the origin of the BAC, he said it was formed originally to try to improve radio's service to the public by three basic methods . . . (1) maintaining an information service to keep broadcasters informed on public attitudes and tastes; (2) developing and recommending standards of practice for commercial broadcasting; (3) continuing research into public acceptance of broadcasting.

Raised Question

Acknowledging radio's penchant for organization, Mr. Kobak disclosed that the BAC members wondered at the outset whether such a group could accomplish its avowed ends or would merely be "another committee." He declared, however, that while exploration of the problem convinced them such a group would be valuable, it now has become clear that the best means of achieving those ends is through the code, and, he added, through interested groups within the ANA, the AAAA, and NBA.

Original members of the BAC, met for the first time in New York last February, included the following: Mr. Kobak; Mr. Stanton; Niles Trammell, NBC president; F. B. Ryan Jr., president, Ruthrauff & Ryan; Charles G. Mortimer, vice president, General Foods; Clair McCollough, president, WGAL Lancaster; I. R. Lounsberry, executive vice president, WGR Buffalo; Justin Miller, NAB president; Thomas D'Arcy Brophy, president, Kenyon & Eckhardt; Sigurd S. Larmon, president, Young & Rubicam; Robert Elder, vice president, Lever Bros.; Donovan B. Stetler, advertising director, Standard Brands; Frederic Gamble, president, AAAA; Paul B. West, president, ANA; Isaac W. Diggs, ANA; George Link, AAAA; Don E. Petty, NAB; A. L. Ashby, NBC; Julius Brauner, CBS; Joseph A. McDonald, ABC.

INTERIOR OF CELLOPHANE PLANT IN VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES W. SMITH

WRAPPED IN CELLOPHANE....

. . . made in Virginia! From great industrial plants in the Old Dominion, clear, transparent Cellophane protects American products to the far corners of the world. Increasing thousands of Virginians guard and control the highly technical production in huge, modern, well-equipped plants. Chemistry is an important new pillar of Virginia's vast industrial empire. It is an empire which is likewise served by another great institution - WRVA - Virginia's only 50,000 watt radio station.

50,000 WATTS NIGHT AND DAY . . . . STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA

REPRINTS OF THIS INDUSTRIAL SERIES ARE AVAILABLE ON REQUEST

WRVA

Come now, Madame X, you can't charge a New Englander for that bit of advice. Young and old in New England stay tuned to their NERN station as a matter of course. Furthermore, the life line on the hand of any New Englander is bound to reveal great purchasing power and continued prosperity.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

New England Regional Network, Hartford, Conn.

NERN COVERAGE

New England—where 97.4% of the population listens regularly to NERN.
New England — where 8% of the nation's retailed goods are consumed annually.
New England — where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $308. No line charges. Free studio facilities in Boston, Hartford or New York.

Nationally represented by WEED & COMPANY
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

Gallup Radio Research Details Told

6 Services Are Offered; Popularity Analyzed, New Ideas Tested

COMPLETE DETAILS of the radio audience research offered by Dr. George Gallup, head of Audience Research Inc., New York [BROADCASTING, June 30], were revealed at a luncheon held Sept. 23 at the Hotel Biltmore, New York.

"We plan to explore in a more or less systematic manner a good many of the qualitative aspects of radio," Samuel H. Northcross, vice president of Audience Research in charge of Radio Research Division, declared.

Radio Test Town

Among the six services introduced is the Radio Test Town, in which Dr. Gallup will provide a laboratory for testing new radio ideas under actual broadcasting conditions. This service, offered to networks and advertisers, will provide local broadcasting facilities and merchandising outlets for the testing and development of new programs or changed formats of established programs and the pretesting of commercial copy themes either for programs or spot announcements.

The steps in this test are so graduated in intensity and cost that the test can be halted anywhere along the line without wasting the cost of the complete study, according to Mr. Northcross. "This is important in view of the fact that over 30 network programs which were sponsored last fall have now fallen by the wayside, and a number of network sustainers which have been on a full year are still without sponsors," Mr. Northcross said. "These operations have cost considerable money," he added.

A national popularity audit of radio personalities, the radio counterpart of the audit of marquee values which Audience Research developed and made available to the motion picture industry in 1939, was described, with particular emphasis on newcomers and rising stars.

The audit consists of "E. Q." ratings—E. Q. for enthusiasm quotient—for such radio performers as comedians, singers, musicians, and commentators. Rating is based on the percentage of people who have heard the entertainer and his audience enthusiasm. The separate values are plotted on different axes of a graph and the intersection of the two lines marks the E. Q. ratings. The information from which the audit is derived is obtained nationally.

Similarly, the popularity of musical hits based on national surveys each month will be measured by different population groups as guidance to the program director. The survey will be divided into best-liked new tunes, best tunes of the year, best all-time hits and most popular of the semi-classical fare.

Use Televote Machine

In another service, Audience Research will use the Hopkins Televote Machine, which continuously and automatically averages and records on a moving tape the reactions of an audience while program is in progress. The machine has been used for the past seven years in the pre-testing of films. A group of listeners, pre-selected by personal interviews, is brought to a studio to hear a test program. Each person is given a dial and by turning the knob on the dial, either to the left or right, the program judges express their opinions on what is being heard.

The reactions are recorded electronically in an adjoining room on a continuously moving tape and thus a complete program profile is immediately available showing the relative enjoyment level of each component of the show. Qualitative information is then gathered by questionnaires immediately following the program.

Audience Research feels an advertiser should evaluate his property from the standpoint of value received over a 13-week period, Mr. Northcross said. Under the heading of a quarterly evaluation of radio advertising impact, the measurement firm proposes to provide the advertiser with the following: The total number of radio homes reached during a 13-week period in all city sizes, all economic groups, all geographic areas, telephone homes and non-telephone homes; the characteristics of that audience and the extent to which market and audience are congruent—is the program reaching potential customers; the effect of advertising effort in terms of remembrance; relative frequency and volume of listening among different segments of the audience; similar information on competitive products in radio; comparative cost and value analysis of competition.

In conclusion, Mr. Northcross mentioned television and stated that Audience Research "intends to make periodic surveys to measure the growth of consumer interest in this medium, and to anticipate the development of major television markets."

Better Than Smith

WHAT WAS supposed to be a fictional part of CJAD Montreal's *Mystery Time* drama fortnight ago turned out to be an embarrassing, but amusing incident for one of the station's listeners. On the story mention was made of a character named Amos Gadley who had been electrocuted for a crime he had never committed. A few minutes later, a call was received from A. E. Gadley of Montreal. He wanted his friends to be informed that he had not been electrocuted, and to his best knowledge, was innocent of any crimes. The station, red-faced, was considering a memo to script writers cautioning them to be more anonymous in their choice of names.

CHANDLER'S NEW 1-KW WVLK TO START SOON

WVLK, which plans to begin operations early in October as a 1-kw fulltime regional station on 590 kc, will have its home office and studios at Versailles, Ky., and also will maintain sales offices and studios at the Hotel Lafayette, Lexington, Ky.

A. B. (Happy) Chandler, Baseball Commissioner, former Governor of Kentucky and former Senator from Kentucky, is president of the Bluegrass Broadcasting Co. Inc., which owns WVLK. Other officers are: Roy G. Williams, coowner of Williams-Graves Insurance Co. and president of Harris-Seller Banking Co., vice president, and Colvin P. Rouse, an attorney, secretary-treasurer.

Willis D. McCammish, Ft. Thomas, Ky., is general manager of the new station. Other staff members include: Edwin L. Rogers, formerly with WINX Washington, program manager; Margaret Middendorf, previously with WLW Cincinnati, promotion and publicity, and Betty Ann Ginocchio, commercial continuity.

WVLK announced that it has arranged to use the news facilities of INS.

Issues FM List

FCC has issued a list of FM stations by state and city. The frequency assignments given include recent revisions effective Oct. 1. The list also indicates which stations are in operation. A comparable list was published in Sept. 15 BROADCASTING for commercial FM outlets.

BMI Refrain at Atlantic City (copyrighted). L to r: Carl Haverlin, BMI president; Sydney M. Kaye, prominent copyright attorney and BMI vice president and general counsel; M. E. Tompkins, general manager.

NAB, ASCAP May Reach Agreement

Both Sides Are Cooperative At Recent Conferences

HOPE for agreement on some of the more pressing problems in NAB-ASCAP relations to be reached Oct. 15, at the next meeting of NAB's Music Advisory Committee and ASCAP's Radio Committee, was expressed last week by Theodore C. Streibert, president of WOR New York and chairman of the NAB committee. Group is attempting to clear the way for an extension of radio's present contracts with ASCAP for another ten years without any increase in the fees now paid for the use of ASCAP music on the air.

Mr. Streibert stressed the amicable atmosphere of the meetings as he had done the week before in his report to the NAB Convention, stating that both groups were determined to arrive at mutually satisfactory conclusions to their difficulties. The ASCAP group has given the broadcasters oral assurances that the fees will not be raised, he said, but he added that his committee had not been able to get this in writing as a firm commitment as the ASCAP board first wants two problems settled—per program licenses and the terms of payment on network co-op programs.

At the Atlantic City sessions Carl Haverlin, BMI president, reported that there are now 1,768 BMI station licensees on the North American continent and that more than 1,200 publishers now license their catalogs through BMI. BMI music now accounts for 40% of all music on the air, he said, thanking the broadcasters for such loyal support, which he said had been repaid them to the tune of $68,000,000 saved in six years—the difference between ASCAP's demanded fees and those actually paid.

Merritt E. Tompkins, again president of Associated Music Publishers since its acquisition by BMI, briefly discussed the musical treasure chest that it makes available to all BMI licensees. On the legal front, Sydney Kaye, BMI vice chairman, reported that the Government's anti-trust action against ASCAP had already resulted in ASCAP's withdrawal from the international cartel which had previously blocked BMI's acquisition of desired foreign music and had caused other members of the cartel to alter their rules in BMI's favor. He said that broadcasters would be "prudent" to refrain from the use of the few compositions involved in the ASCAP suit against WDRC Hartford.

Urging broadcasters to renew their BMI contracts now, although they run through 1950, Mr. Haverlin pointed out that in making long-term contracts for music rights BMI needs proof that it will be in business beyond the end of its present station contracts.

Not Hot Air—Cold

AT LEAST one radio "first" will be settled soon—namely, which station was first to have air conditioning. The Refrigeration Equipment Manufacturers Assn. is compiling the early history of the industry and awarding scrolls to the first users of mechanical refrigeration who will be cited as pioneers. Stations which believe they were among the first should contact REMA, care of Theodore D. Sills & Co., 39 S. LaSalle St., Chicago 3, Ill.

UNITED ELECTRICAL Radio and Machine Workers of America (CIO) last week filed suit in New York Supreme Court against Remington Rand Inc., seeking injunction restraining firm from allegedly violating terms of UE's collective bargaining agreement with Remington Rand plant in Ilion, New York. Union charges that firm has refused to recognize UE as bargaining agent.

Top Men in Advertising Field Scheduled To Address Yosemite AAAA Convention

PACIFIC COUNCIL Convention of the American Assn. of Advertising Agencies to be held at Yosemite Park Oct. 12-15, will feature talks by many of the outstanding members of the advertising field according to Warren E. Kraft, chairman of the Pacific Council.

Starting with a golf tournament Sunday, Oct. 12, at 10:30 a.m., the session gets under way Monday with the following agenda:

MONDAY

7:45 a.m.—Breakfast—National Directors, Pacific Council Governors and Chapter Chairmen.
9 a.m.—Meeting called to order, Warren E. Kraft, chairman; Election of Governors.
9:15 a.m.—Greeting, Jack Cornelius, chairman, National 4-A's, executive vice president BBDO Minneapolis.
9:30 a.m.—Headquarters Message, Frederic R. Gamble, president 4-A's.
9:45 a.m.—"Ten Things I Would Do If I Were Starting in the Advertising Agency Business Again", Melvin Brorby, director-at-large, 4-A's; vice president, Needham, Louis & Brorby, Chicago.
10:15 a.m.—"How About Rising Advertising Costs?", Merle Manly, chairman, Oregon Chapter; Bostford, Constantine and Gardner, Portland. (Talk based on new study of campaign costs).
10:35 a.m.—"Advertising Agency Costs and Management", Clarence B. Goshorn, secretary-treasurer 4-A's, president, Benton & Bowles, New New York.
10:55 a.m.—Recess.
11 a.m.—"Some Legal Kinks in Radio", Norman Tyre, attorney specializing in radio, Gang, Kopp & Tyre, Los Angeles.
11:25 a.m.—"Trends in U. S. Business", Dr. Ira Cross, noted economist, professor of economics, U. of California.
11:50 a.m.—All Star 4-A Management Panel. Frederic Gamble, leader.
Participants: 4-A directors: J. C. Cornelius, BBDO, executive vice president for West; Thomas D'A. Brophy, Kenyon & Eckhardt, New York; Clarence B. Goshorn, Benton & Bowles, New York; Fairfax M. Cone, Foote, Cone & Belding, Chicago; John P. Cunningham, Newell-Emmett, New York; James H. S Ellis, Kudner Agency, New York Joseph T. Coenen, Alley & Richards Boston; A. W. Seiler, The Cramer-Krasselt Co., Milwaukee; Melvin Brorby, Needham, Louis & Brorby Chicago; James Adams, MacManus John & Adams, Detroit; F. B. Ryan Jr., Ruthrauff & Ryan, New York
12:30 p.m.—Adjourn.
1 p.m.—Luncheon, Main Dinning Room, Ahwahnee.
Afternoon—Free Time. (Suggested side trips: To Glacier Point and Wawona Big Trees).
5:15 p.m.—Meeting of new Board of Governors, Election of officers.
6 p.m.—4-A Cocktail Party, Ahwahnee Patio.
7 p.m.—Dinner, Main Dining Room, Ahwahnee.
8:45-9 p.m.—Yosemite Firefall Display
9:10 p.m.—"The New America", Photorama provided by Life Magazine. In Recreation Hall, Ahwahnee.

TUESDAY

Open Sessions for Agencies, Media Men, Etc., Recreation Hall, Ahwahnee.
9 a.m.—Meeting Called to Order, Mr. Kraft.
9:05 a.m.—Welcome, Mr. Cornelius.
9:15 a.m.—4-A's Message to Media, Mr. Gamble.
9:25 a.m.—Advertising Relations—Mr. Cone.
9:45 a.m.—"About the 4-A Examination Plan", Mr. Ellis.
10:10 a.m.—"Improvements in Advertising", Melvin Brorby.
10:25 a.m. — Broadcast Measurement Bureau, Hugh Feltis, BMB president or Justin Miller, NAB president.
10:40 a.m.—Recess.
10:45 a.m.—Charles Ferguson, vice chairman, presiding.
10:45 a.m.—"Industrial Design", Henry Dreyfuss.
11:10 a.m.—"New Developments in Organized Advertising in the West" Charles W. Collier, managing director, Advertising Assn. of the West
11:20 a.m.—"The American Heritage Plan", Mr. Brophy.
12 noon—Adjourn.
12:30 p.m.—Luncheon, Main Dining Room, Ahwahnee.
2 p.m.—Joint A.N.A.-A.A.A.A. Campaign on Improvement of Public Understanding of Our Economic System. Film, "This is Your Problem", Jack Smock, Foote, Cone & Belding, Los Angeles. Program No. 1 (Plant City Preview. Program No. 2 (National Advertising) Preview.
3:45 p.m.—Adjourn.
8 p.m.—Banquet—Main Dining Room, Ahwahnee.
Presentation of Golf Prizes, Joe Fox chairman, Golf Committee. Hollywood Radio Entertainment. Gen. Mark Clark, speaker.

WEDNESDAY

10 a.m.—Meeting of National Board of Directors only.

NO. 1 FAN of Gene Autry (extreme l), station owner and cowboy star of CBS Sunday evening (6-6:30) show, is Mrs. Ina Autry. She is shown receiving congratulations from H. L. Webster (second from l), advertising manager of the Wrigley Co., following announcement of new Wrigley contract for two-year sponsorship of the show. Howard Ketting (r), account executive of Ruthrauff & Ryan Inc., Chicago, looks on.

NATIONAL AWARD of the American Bar Assn. for nation's outstanding local public interest program has been presented to "Wake Up St. Louis" program heard on KXOK St. Louis. Program is sponsored jointly by St. Louis Bar Assn., Junior Chamber of Commerce and KXOK.

A SALE FOR YOU?

Are you getting your share of the 356 million dollars spent each year in retail stores of the Nashville market area? Since there are 12,998 such outlets, a sales call to each would be impossible. But, with WSIX's loyal audience, you can reach many of the owners as well as their customers. . . . Your message can do a good selling job with both—at reasonable listener cost—over WSIX!

WSIX gives you all three: MARKET, COVERAGE, ECONOMY!

AMERICAN • MUTUAL
5000 WATTS • 980 KC

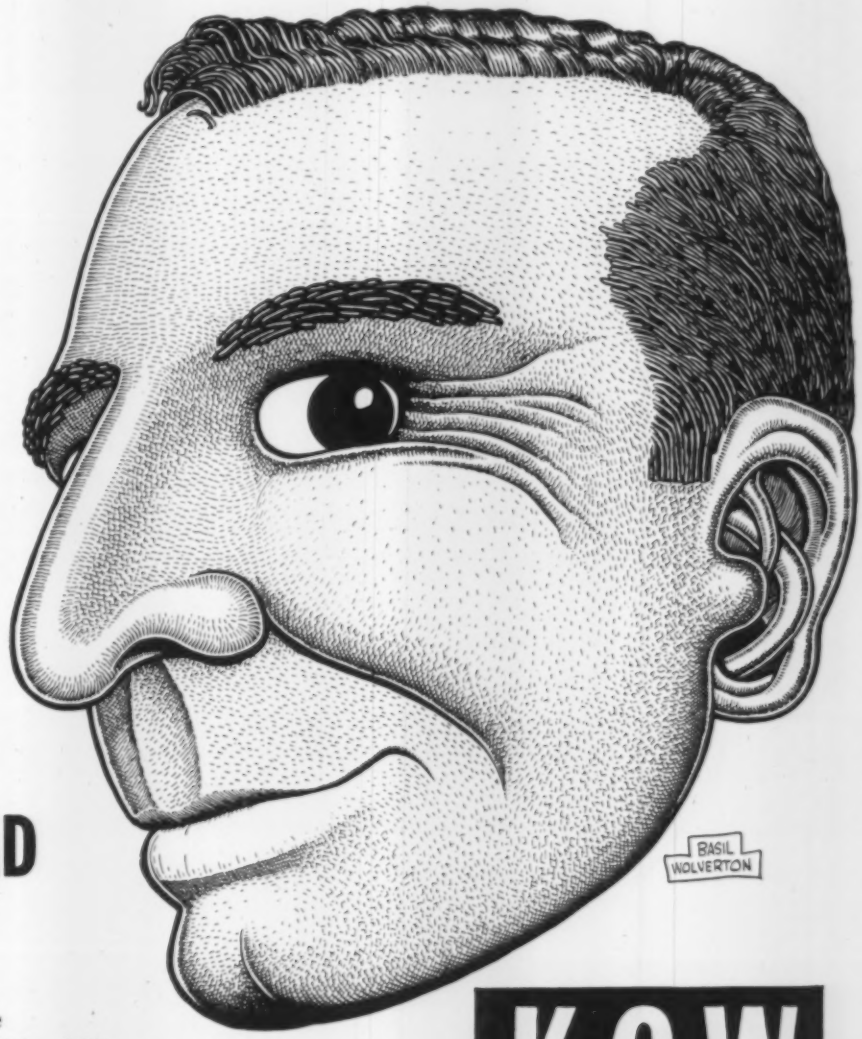
Represented Nationally by
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meat-ball school of art and portrayer of Lena the Hyena



GEORGE MOORAD

KGW News Analyst

George Moorad popularized the phrase "Behind The Iron Curtain", making it the title of his best-selling book based on his experiences as war-correspondent in Russia. Book and title recently were purchased by Darryl F. Zanuck for Twentieth-Century-Fox pictures.

George's fifteen years of global newspaper and radio reporting took him quite literally "from hell to breakfast!" George's world-wide beat and nose for news led him into on-the-scene reporting from such hot spots as Guadalcanal, New Guinea, London, the Middle East, Italy, France and, of course, Russia. George has seen the Russians at work in Manchuria; attended the San Francisco conference; and was special observer at the atom bomb tests on Kwajalein.

How does a correspondent of George Moorad's calibre happen to be in Portland? KGW induced him to stay because this is his home town!

George is on KGW five afternoons a week, and needless to say, has become one of the station's most valuable features. When listing the numerous assets that make KGW a plus value station for advertisers, we point with understandable pride to George Moorad!

KGW

PORTLAND, OREGON

AFFILIATED WITH NBC

Represented Nationally By Edward Petry & Co.

Three AM Stations Granted; KWK Increase Is Set Aside

GRANTS for three new AM stations, an increase in power and operating hours for KCOR San Antonio, and changes in the directional array of KALE Portland, Ore., were announced by FCC last Monday.

The Commission meanwhile set aside its April 30 grant to KWK St. Louis to increase nighttime power on 1380 kc to 5 kw [BROADCASTING, May 5], and the application was set for hearing. The action was taken on petition of WTSP St. Petersburg, Fla., which claimed "serious" co-channel interference would result from KWK's authorized operation.

Both WTSP and WMBG Richmond, also on 1380 kc and also objecting to the KWK grant on engineering grounds, were made parties to the hearing. KWK's application is for power increase from 5 kw day and 1 kw night to 5 kw fulltime, directionalized at night.

New Grantees

The new-station grants went to Jack Henry Kidd Jr. for 1-kw use of 1330 kc, daytime only, at Kingsville, Tex.; Miami Broadcasting Co., for 1-kw operation on 910 kc, directionalized fulltime, at Miami, Okla.; and Eastern Oklahoma Broadcasting Corp., for use of 1380 kc with 500 w night and 1 kw day, directionalized, at Muskogee, Okla.

KCOR was authorized to boost power and hours on 1350 kc from 1 kw, day only, to 5 kw day and 1 kw night, using directional antenna fulltime. Change in transmitter site also was authorized. KALE received a grant to change transmitter location and make changes in directional antenna for day as well as night use (1330 kc, 5 kw), with FM antenna on top of center element.

Ownership of the grantee companies:

Jack Henry Kidd Jr., Kingsville, is a lawyer and owner of a bus line.

Miami (Okla.) Broadcasting Co. is owned by a group of businessmen headed by J. H. Giffin (5.56%), who is associated with Griffith Amusement Co., Oklahoma City (which operates a large number of theatres in Oklahoma and Texas), and who also is manager of Coleman Theatres. Miami. George L. Coleman Jr. of Miami, whose extensive business interests include presidency and part ownership of Coleman Motors Corp., Littleton, Colo., is chief stockholder (38.88%). Miami News-Record Publishing Co. owns 33.32%. F. Kenyon Brown, director of operations of KWFT Wichita Falls, Tex., and former general manager of KOMA Oklahoma City, owns 11.1%.

Eastern Oklahoma Broadcasting Corp., Muskogee, is owned in equal shares (16-2/3% each) by President Ben T. Childers, chairman of State Highway Commission; R. M. Mountcastle, attorney; W. J. Rea Sr., in merchandise brokerage business; H. J. Hinds, in mercantile business; Elmer Hale, wholesale grocery business; A. M. Kerr, attorney.

Ownership of the eight applicants who received grants for new stations on Sept. 19 [BROADCASTING, Sept. 22]:

Wharton County Broadcasting Co., El Campo, Tex.—1390 kc, 500 w, day only. Partnership of Louis Thurmond Culp Krueger (60%), attorney and public relations man, minority stockholder in KSIX Corpus Christi; J. Edward Johnson (15%), attorney and part owner of Westex Broadcasting, San Angelo grantee; Ross Bohannon, attorney and stockholder in KSST Sulphur Springs, Tex., in KSTA Coleman, Tex., and in KBOO Hillsboro, Tex.; Lafayette Lionel Duckett and Charles Coppage Ingram, attorneys (5% each).

Samuel L. Stephens Sr., Brigham City Utah—800 kc, 250 w, day only. Mr. Stephens is a retired contractor.

George Basil Anderson, Columbus, Neb.—900 kc, 1 kw, day only. Mr. Anderson is a minister and teacher and has been managing director of Glorious Gospel Hour on WJAG Norfolk, Neb.

Rossmoyne Corp., Lemoyne, Pa.—960 kc, 1 kw, day only. Owners (33-1/3% each): Edgar T. Shepard Jr., president of Rossmoyne Processing Corp., president; Edgar K. Smith, freelance radio writer; Samuel W. Fogelsanger, production manager of Rossmoyne Processing Corp.

Sims Publishing Co., Orangeburg, S. C. —1270 kc, 1 kw, day only. Company publishes Orangeburg Times and Democrat. Headed by J. I. Sims (33-1/3%) general manager and half owner of Orangeburg Theatres; H. R. Sims (16-2/3%), president of Winthrop College, Rock Hill, S. C.; H. S. Sims (16-2/3%), attorney; G. L. Sims (16-2/3%), Navy officer; J. L. Sims (16-2/3%), publisher.

Peach State Broadcasting Co., Macon, Ga.—1280 kc, 1 kw, day only. Company is owned by the owners of WLBB Carrolton, Ga.; Thomas Carr, J. E. Duncan, Roy Richards, and Robert O. Tisinger.

Modern Broadcasting Co. of Baton Rouge—1460 kc, 1 kw, day only. President Louis S. Prejean and Jack P. F. Gremillion, law partners, and Charles C. Barnard and Jack S. Burk, partners in a civil engineering firm, have about 23.08% each.

South Central Kentucky Broadcasting Co., Campebellsville, Ky.—1150 kc 1 kw, day only. The company is owned by some 22 business and professional men with H. T. Parrott (9%), in lumber and cooperage business, as president.

Listed below are the owners of companies involved in docket cases in which FCC has issued proposed or final decisions in past few weeks but whose ownership has not been heretofore reported.

In final decision on Brockton, Mass., applications for 1450 kw with 250 w:

Cur-Nan Co. (grantee), Brockton, Mass.—Joseph F. Curran, businessman, is president and owns 98% of common stock. His son, Charles F. Curran, has 1% and will receive 59% from his father. Matthew J. Noonan, now national sales manager of WLAW Lawrence, Mass., owns 1% and is to receive 39% from President Curran. The company has an FM construction permit for Brockton.

Plymouth County Broadcasting Co. (denied), Brockton—Edmund J. Campbell, Brockton attorney, president and 40%; Robert G. Clark Jr. also an attorney, treasurer and 29%; Willis R. Davies, in auto and real estate business, 26%; Mark L. McAdam, consulting radio engineer at Brockton, 5%; H. Scott Killgore, vice president of WKBR Manchester, N. H. is a director but owns no stock. Plymouth County has an FM conditional grant for Brockton.

Bay State Beacon Inc. (denied), Brockton—Chief stockholder is Robert M. Fletcher, attorney, who is treasurer and owns 34.4%. Charles A. McLaughlin Jr., attorney, owns 21.6% and is president, while his brother, Hugh W. McLaughlin, owns 20%. Edmond G. Townes, attorney, and Frederick M. Ford own 16 and 8%, respectively.

In proposed decision on WTNB Birmingham's application to change from 1490 to 850 kc and boost power from 250 w to 5 kw day and 1 kw directionalized at night, and on application of Johnston Broadcasting Co. for use of 850 kc for new Birmingham station:

WTNB Birmingham (proposed grantee)—Owned by Thomas N. Beach, sole stockholder of a real estate and mortgage business.

Johnston Broadcasting Co. (given proposed denial)—Licensee of WJLD Bessemer, and permittee for FM in Birmingham. Owned by George Johnston (40%) and his son, George Johnston Jr. (60%). In event of grant, partnership planned to sell WJLD to avoid duopoly ban.

Five Proposals

In proposed decision on five applications requesting use of 680 kc (Lomar Broadcasting Co. for new station at Lancaster, Pa., using 5 kw day and 1 kw night; WCBM Baltimore, to move from 1400 kc and increase power from 250 w to 10 kw day and 5 kw night; Tower Realty Co., Baltimore, 10 kw day and 5 kw night; Foundation Co. of Washington, for Philadelphia station using 10 kw fulltime; WRNY Rochester, to increase on 680 kc from 250 w day only, to 1 kw day and 500 w night):

Lomar Broadcasting Co., Lancaster (proposed grantee)—Partnership of Frank Z. Temerson, attorney, publisher of comic magazines and interested in other businesses, and Maj. Mark A. Braymes, Army veteran with experience at several radio stations. Mr. Temerson will supply all capital and be repaid for such advances before profits are divided.

WCBM Baltimore (proposed denial)—President John Elmer is principal stockholder of the licensee, Baltimore Broadcasting Corp. With his wife he owns 49% of common stock and 29.8% of first preferred. There are 60 stockholders.

Tower Realty Co., Baltimore (proposed denial)—Karl F. Steinmann, of the law firm of Steinmann & Cable, owns all common and second preferred stock and more than half of the first preferred, and is chairman of the board. Gen. Philip Hayes, U.S.A. (Ret.), who has been associated with Mr. Steinmann in his real estate and other interests since leaving the Army in 1946, is president.

Foundation Co. of Washington, applying for Philadelphia (proposed denial)—Sixteen stockholders, headed by Lawrence J. Heller, former owner of WINX Washington, who has about 37% of stock. Richard K. Lyon, former stockholder of WINX, has about 18%. Elmer W. Pratt, Washington attorney, is president and has about 4%. Other minority stockholders include Frank H. McIntosh, Washington consulting radio engineer, and Stephen W. Heller, son of Lawrence Heller.

WRNY Rochester (proposed denial)—The licensee, Monroe Broadcasting Co., is owned in almost equal interests by six Rochester area businessmen, headed by George B. Kelly.

Separate Actions

In separate proposed decisions to (a) grant application of Standard Tobacco Co. for new 250-w fulltime station on 1240 kc at Maysville, Ky.; (b) grant application of Brookhaven Broadcasting Co. for new Brookhaven (Miss.) station on 1340 kc with 250 w fulltime, and (c) deny application of Radio Springfield Inc. for new station on 1490 kc with 250 w fulltime at Springfield, Ill.:

Standard Tobacco Co., Maysville, Ky. (proposed grantee)—Headed by Charles P. Clarke, who has 48%. J. M. Finch Jr. has 48% and R. J. Bissett has 4%. None of owners has other business interests.

Brookhaven Broadcasting Co., Brookhaven, Miss. (proposed grantee)—The company was formed by the merger of two groups formerly seeking Brookhaven stations. Owners of WJPR Greenville, Miss.—Frank W. Baldwin, Emmett H. McMurry Jr., Thomas Henry Golding and Thomas Henry Golding Jr. own 50%—while Tullius Brady, Brookhaven attorney, and his brother Dalton B. Brady own 25% each. Messrs. Baldwin and McMurry have 16 2/3% each, and Messrs. Golding have 8 1/3% each.

Radio Springfield Inc., Springfield, Ill. (proposed denial)—Company is wholly owned by Commodore Broadcasting Inc., which operates WSOY Decatur and in turn is owned by Decatur Newspapers Inc., publisher of the Decatur Review and Herald. Frederick W. Schaub is president and WSOY Manager F. Merrill Lindsay is vice president and treasurer.

What to Do

JOHN FACENDA, WIP Philadelphia staff announcer, was on his way to work when he passed the construction project of WFIL-TV studios at 46th and Market streets, Philadelphia. He noticed a small fire starting in it. He jammed on the brakes of his car, jumped out, grabbed a hose and with the aid of a watchman almost had it out when police arrived and ousted him. He couldn't win at his studio, either, getting a dressing down there for arriving late.

NINTH SEASON started for Fanny Brice when she resumed her CBS *Baby Snooks Show* (Jello). Gathered for occasion are (l to r): Robert Hussey, Young & Rubicam Hollywood manager of program development; Walter Bunker, program producer; Miss Brice; Pat Weaver, Young & Rubicam New York vice president in charge of radio; Al Scalpone, agency's Hollywood director of production (*see Y & R story, page 62*).

We're Moving Up

AMONG THE BIG STATIONS OF THE NATION

SOON, WSAV will switch over to its giant new transmitting plant with *20 times more power* on its favorable new frequency of 630 kilocycles. At 630, the "Voice of Savannah" will welcome nearly *a million new listeners* in *79 counties* of the great *Georgia-Carolina Seaboard Market*, many of whom will hear a Savannah radio station for the first time. It will soon be *630 in Savannah!*

TECHNICAL TALK—The favorable 630 frequency, excellent ground conductivity, and highly efficient salt-water transmitter site will combine to give the new WSAV a daytime coverage comparable to many of the nation's largest stations. (A station operating on 1300 kilocycles would require a power of 140,000 watts to provide a comparable coverage in the same area.)

IT'S 630 FOR SALES—When IT'S 630 IN SAVANNAH, WSAV will cover *4 times more area* and *3½ times more people* than any other radio station in this important market which accounts for *$320,000,000* in *retail sales* annually.

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

Represented by Hollingbery

BMB Offers Discount to Subscribers

Special Rates Are Set For Subscriptions Before Oct. 1

THE BMB board of directors has decided to offer stations in operation March 1946 which did not subscribe to Study No. 1, a 33 1/3% discount on their March 1946 BMB audience data providing they are current subscribers, it was disclosed last week.

This discount represents the depreciation of the data's value in the year since its issuance, it was explained. Stations accepting the offer will be regarded as Study No. 1 subscribers and thus entitled to the 10% "early renewal" discount if their subscriptions are mailed before Oct. 1.

Caperton Replaces Rogers

The BMB board, which was meeting in Atlantic City, also heard E. P. H. James, Mutual vice president, expound the MBS engineering coverage measurement plan. The board voted to refer it to the BMB technical committee for evaluation. It was announced that A. H. Caperton, advertising director of Dr. Pepper Co., Dallas, will replace Wilmot Rogers, California Packing Corp., as an ANA representative on the BMB board.

Board members in attendance included: For NAB—J. Harold Ryan, WSPD Toledo, chairman; Hugh M. Beville Jr., NBC; Roger Clipp, WFIL; E. P. H. James, MBS; Robert Mason, WMRN; Hugh Terry, KLZ. For AAAA—Frederic Gamble, AAAA; Melvin Brorby, Needham, Louis & Brorby; Leonard Bush, Compton Advertising; Carlos Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson Co.; C. Burt Oliver, Foote, Cone & Belding. For ANA—Paul West, ANA; Joseph Allen, Bristol-Myers; Lowry Crites, General Mills. For BMB — Hugh Feltis, president; John Churchill, research director; Philip Frank, executive secretary. Guests — Kenneth Baker, NAB; Herald Beckjordan, AAAA; Edward Evans, ABC; Eric Haase, ANA; Edgar Kobak, MBS; John Norton, ABC.

BMB's 15-point program was given impetus by NAB board adoption Sept. 19 of a resolution offering strong endorsement and urging all members to subscribe [BROADCASTING, Sept. 22].

The BMB discussion at the Atlantic City NAB convention, during the Sept. 17 morning session, lived up to the promise of its chairman, Hugh Terry, of KLZ Denver and also an NAB board member. Mr. Terry had promised there would be "no high pressure selling and no steam roller tactics." As a result, the Wednesday discussion offered a dramatic contrast to the tense session at the Chicago convention last October.

Full account of the Atlantic City BMB discussion was omitted from the Sept. 22 BROADCASTING for lack of space but it is herewith printed because of its importance to the industry.

BMB was on trial last October, and everyone knew it, the Wednesday morning convention session was told. But at Atlantic City the complete absence of excitement offered the best possible proof that BMB is no longer a controversial issue but has become accepted as one of the facts of radio life.

That is not to say that the session was any love feast at which BMB was covered with acclaim. Every speaker pointed to the need for improvement in BMB's operation, but each expressed appreciation of the progress already made and they all predicted that, with full support by the broadcasters, BMB will continue to supply advertisers and their agencies with a most needed basis of comparing station audiences and the broadcasters with an effective selling tool.

Urging the broadcasters to give BMB full support, a report of the special NAB Board Committee on BMB, prepared by G. Richard Shafto, WIS Columbia, S. C., and Paul W. Morency, WTIC Hartford, and delivered by Mr. Shafto, pointed out that "the chief benefit of BMB will always remain in its application of a uniform method of survey applied to many stations—instead of a few—thus permitting accurate comparison of their relative audiences and areas."

Frequency of Surveys

That was one of the chief reasons for setting the surveys at two-year intervals instead of every year, Mr. Shafto stated. "A station in a competitive market," he said, "can hardly afford to remain unsurveyed for a two-year period. The holding of surveys at two-year intervals reduces the monthly BMB costs, which begin as low as $6 a month under the new plan."

"I don't believe that BMB can preserve its future existence if it surveys only 500 stations—or approximately one-third of the operating stations—in the spring of 1949," Mr. Shafto declared. "At that level there will be no published and universally accepted data on two-thirds of the nation's stations. Instead of being a survey of all radio audiences throughout the nation, BMB will find itself engaged in supplying individual station audience reports to subscribing stations in competition with several audience measurement firms.

"But if nearly all broadcasters subscribe to BMB we shall have developed for this industry a wealth of information not made available by any other advertising medium. We shall have informed the advertiser of every station that serves every county in the United States. He will know more about how to effectively and economically reach a given geographical area and its residents by radio than he will know about reaching the same area by magazines, billboards or newspapers."

Confidence in Leaders

Joseph Allen, vice president, Bristol-Myers Co., told broadcasters not to worry about the BMB research method, because the buyers of radio time have confidence in the ability of the men who control it, which he described as "the best brains in the country, drawn from the broadcasters, advertisers and agencies." He declared that advertisers accept BMB findings, even where they credit stations with more coverage than they had claimed earlier, because of this confidence. Conversely, he stated that some stations have lost business "because they could not show their BMB coverage."

"Don't be afraid of BMB because it shows you to be second or third or fourth," he admonished his audience. "Advertisers buy second, third and fourth stations, provided the cost per thousand listeners is comparable to the number one station. That is strictly a matter of rates."

Bush Makes Comparison

Leonard T. Bush, vice president, Compton Adv. Inc., compared BMB's present situation to that of the Audit Bureau of Circulations when it was one year old, pointing out that "the circulation information given on ABC report No. 1 was woefully inadequate and the standards as to what constituted paid circulation were awfully loose in comparison to ABC standards today.

"BMB has the best research brains in the business at its command," he said. "I am sure that those brains will produce a sharper and more useful tool for both buyers and sellers as each successive study is made, just as ABC improved its standards over the years."

Reporting on conversations with a dozen leading station representatives about BMB, Mr. Bush said that only one company was opposed to BMB and that because its stations had poor maps, with all the others favorable to BMB "with varying degrees of enthusiasm." There were some gripes, he said, summarizing them as . . . "three years is a long time between drinks . . . the yardstick of once-a-week minimum listening is too low . . . BMB should interpret its figures and set levels of effective coverage in which areas all radio homes should be counted as available. (He did not agree with this complaint, stating that BMB's function is to gather facts with the advertiser making his own decision as to which level of listenership constitutes acceptable coverage for him.) The cost should be reduced."

The last one is easily solved, he said. "Get the industry 100% in back of BMB and the pro-rata cost per station will take a nosedive."

Opening the session, Mr. Terry reviewed the search for a standard coverage measurement, the development of the BMB formula, its acceptance by advertisers, agencies and broadcasters alike, the conduct of the first nationwide study and the publication of the

(*Continued on page 61*)

CBS DINNER for its affiliates brought more than 500 station managers and executives and CBS "brass" to the Traymore Hotel, Atlantic City. (L to r): Thad Holt, vice president and general manager of WAPI Birmingham, Ala.; Charles Collingwood, CBS newsman who acted as master of ceremonies; Mrs. Collingwood (Louise Albritton of the movies), and Frank K. White, CBS vice president and treasurer.

"Welcome, Esso"

WHEN personnel of the Standard Oil Co. of New Jersey, which just moved into the new Esso Bldg. on 51st St., New York, arrived at work last Monday morning, cards in the windows of the McCann - Erickson Advertising Agency spelled out "Welcome, Esso." The agency occupies offices across the street from the Esso Bldg. Standard Oil has been a client of the agency for nearly 40 years.

WMPS

MEMPHIS, TENNESSEE

Now 680 On Your Radio*

*NOW OPERATING ON 680 KILOCYCLES AND DELIVERING TEN TIMES MORE POWER.

WORLD RADIO COURSE'S GUEST SPEAKERS NAMED

DISTINGUISHED ARRAY of guest speakers has been arranged in conjunction with the 15-week course in international broadcasting scheduled to begin Oct. 1 at the New School for Social Research, New York. The course will be conducted by Dr. Arno Huth, internationally known radio writer and lecturer, Wednesdays, 8:30-10:10 p.m.

Guest speakers are to include:

Peter Aylen, chief, radio division, United Nations; George W. Bailey, president, International Amateur Radio League; Dr. Lyman Bryson, CBS counselor on public affairs; Benjamin Cohen, assistant secretary general, UN; Norman Corwin, CBS author and producer; Kenneth D. Fry, chief, International Broadcasting Division, State Dept.; O. B. Hanson, NBC vice president and chief engineer.

John S. Hayes, manager, WQXR New York; Dr. Paul F. Lazarsfeld, director, Columbia U. Bureau of Applied Social Research; Walter S. Lemmon, president, World Wide Broadcasting Foundation; Edward R. Murrow, CBS news consultant; John F. Royal, NBC vice president in charge of television; Gen. Frank E. Stoner, chief communications engineer, UN; Dr. Howard Wilson, associate director, Carnegie Endowment for International Peace; Sterling Fisher, NBC assistant public service counselor and director of the "University of the Air."

ATS Award Winners Named; Poppele, Shubert Honored

FIFTH annual awards meeting of the American Television Society, New York, was held on Sept. 25 at the Barbizon Plaza Hotel, New York. Guests of honor were Maurice Gorham, head of the BBC television service, Jinx Falkenburg and Tex McCrary.

Among organizations and individuals receiving the ATS awards, which go each year "to those making the greatest contribution to the advancement of television," was the Electric Assn. of Chicago, which received the award as the organization that has done most to advance the growth of television in its community. The award was based on the association's television promotion in the Chicago area and its success in getting set manufacturers to increase their quotas to that area. Felix Van Cleef, president of Electric Assn., accepted the award.

The Dramatists Guild, New York, received the award for giving fullest cooperation in making new programs and program materials available to television.

Jack Poppele, WOR New York chief engineer and president of the Television Broadcasters Assn., was adjudged the individual who has done most to solve problems handicapping television's development. ATS cited Mr. Poppele's successful efforts to solve the apartment house antenna problem, and also commended him on his campaign against the tax on television sets in public places.

George Shubert, sales manager of Paramount Television, and former head of the ATS, received the award for the individual who has generally rendered greatest personal service to the advancement of the medium.

Looking Ahead

BECAUSE OF FURORE provoked over setting of last NAB Convention during Jewish high holidays, one of BROADCASTING's subscribers provides the following information for the edification of NAB: Rosh Hashana in 1948 occurs on Oct. 4-5; Yom Kippur falls on Oct. 13. This year's convention, which began on Sept. 15, fell on the first day of Rosh Hashana.

ATS Committee Chairmen Are Named for '47-'48

DON McCLURE, president, American Television Society, has announced the following appointees as chairmen of ATS committees during the 1947-1948 period:

Program committee—Charles J. Durbin, assistant director of advertising, U. S. Rubber Co.; Membership—Warren Caro, executive secretary, Theatre Guild Inc.; Motion Picture—William J. Morris, motion picture department, BBDO; Educational — Edward Stasheff, station manager, WNYE New York; Public Relations — Halsey Barrett, television promotion manager, CBS; National Expansion—Fred Kugel, publisher, *Television* Magazine, Inc.; Evening Meetings—Ed Sobol, producer, WNBT New York; ATS News—Allan H. Kalmus, television public relations, NBC; ATS Directory—Archibald Braunfeld, Braunfeld, Platto & Wolman; Library—Miriam Tulin, Video Associates Inc.

Movie Producers Outlaw Free Video Appearances

FREE video interviews featuring motion picture talent will continue to be out-of-bounds for present as the result of a decision Sept. 15 by radio subcommittee of Motion Picture Producers Assn.

Exempt, however, is Paramount Pictures for reasons of firm's interest in KTLA Hollywood. It was explained that this stand is not opposition to medium but rather "hesitancy" at present point in its development. Although commercial participation by film personalities is not forbidden in television, group's stand is implied in position taken on free appearances.

Yes, WBIG-FM soon!

We're BIG

in the hearts of our listeners in this, the richest and most populous area of all the southeast.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

There are three basic reasons for WOW's outstanding (and increasing) domination of the large metropolitan-farm area it serves—one of the nation's richest markets.

1. WOW's frequency—590 kilocycles—with 5,000 watts power behind it. (check it with your BMB!).
2. WOW's programs—20 years of NBC, the greatest programs ever on the air—plus excellent, high-rated local programs.
3. Strong local identity. WOW is "IN" everything that happens in its area!

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.

JOHN BLAIR & CO., REPRESENTATIVES

WEEI "Columbia's Friendly Voice in Boston" • Columbia Owned • 590 Kc.

WO years ago, WEEI introduced Uncle Elmer to the makers of Gibson greeting cards. They looked like a perfect match. And they have been. Today, *"Uncle Elmer's Song Circle" is the only radio program Gibson has in any market!*

Gibson quality greeting cards bring cheer and friendliness into the home. So does Uncle Elmer. His "Song Circle" on WEEI commands a larger audience than any Sunday morning program on any Boston station (except CBS World News).* He receives more mail than any other Columbia Network or local star aired over WEEI. And in fifteen years, more than 385,000 New Englanders have packed schools, churches and town meeting halls on Sunday evenings to enjoy the "Song Circle" and Uncle Elmer's friendly philosophy.

Ever since WEEI brought Uncle Elmer and Gibson together, Gibson's New England sales have hit all-time highs. And their dealer acceptance has been getting better all the time. So much so that Gibson (which uses only newspaper advertising in *all* other markets) advertises on WEEI exclusively in Boston, because—"We felt that your program was so outstanding and in harmony with the objectives of the greeting card business that we wanted to continue this single program."*

If you want to parallel Gibson's success in New England, WEEI will be glad to "play cupid" and introduce you to the perfect program for selling your product.

*CBS-WEEI Listener Diary Study—the only study that covers *all* of WEEI's Daytime Primary Listening Area *From a letter by Gibson's Agency: The Christiansen Advertising Agency

Represented by Radio Sales, the Spot Broadcasting Division of CBS

Station Managers Urge Changes in Code

Convention Debate Evokes Varied Viewpoints

CROSS-SECTION of industry ideas on NAB's proposed Standards of Practice, which go into effect Feb. 1, 1948 for contracts written on and after Sept. 19, 1947, was presented during the NAB convention in Atlantic City during two general discussions.

Most vocal objections came from a group of independents, who found objection to the 30-second portion of time segments set aside for stations and networks, along with the ban on double-spotting. They contended the independents lacked adequate representation on the code-drafting committee.

Under procedure to be set up by NAB, under order of the board, all members will send views and suggestions to their directors prior to Nov. 1. The board will review these suggestions and revise the code at its November meeting.

Text of the proposed code, along with an article covering the convention discussion, appeared in the Sept. 22 BROADCASTING. Because of lack of space, the detailed account of the debate at the Tuesday afternoon and Thursday morning general sessions could not be printed in that issue. Because the debate is of interest to the industry, the running account of proceedings is herewith presented:

TUESDAY, SEPTEMBER 16

Code discussion was opened Tuesday at 3:45 p.m. over an hour late, by Judge Miller. On the platform were Merle S. Jones, WCCO Minneapolis, chairman of the Program Executive Committee; Robert D. Swezey, MBS, chairman of the Special Standards of Practice Committee; Harold Fair, NAB Program Director; John M. Outler Jr., WSB Atlanta, chairman of the commercial practices subcommittee; Harold Fellows, WEEI Boston, member of the subcommittee; Ken R. Dyke, NBC, chairman of the special code drafting subcommittee; Edgar L. Bill, WMBD Peoria, chairman of the subcommittee on general practices.

Mr. Bill, appearing for the code writers, said a choice between Government and self-regulation was faced, commenting that the Government is getting deeper into the program field. The answer, he proposed, is to make radio a more useful means of communication.

Mr. Swezey started actual reading of the full code provisions, covering Section 1 dealing with Standards for All Programs. He felt few objections would be raised to these obvious rules governing such topics as religion, sex, profanity, crime and similar matters. He conceded the sports section, designed to avoid any encouraging of gambling, perhaps did not go far enough.

Mr. Outler read Section 2, Standards for Specific Programs, with brief comments.

Mr. Fellows carried the load on the hottest part of the document, Section 3, Commercial Policies. He urged the convention to approach the section firmly and frankly and told how the committee had worked long and hard on the provisions.

Commercial Limitation

He said the "nutshell" version of the code in the Tuesday daily convention issue of BROADCASTING graphically summarized the entire project. This description was: "Not more than three minutes commercial time allowed in any quarter-hour program." It should have read "15 minutes" instead of a quarter-hour, he added, and reminded broadcasters that "you don't have to use that much time for commercials."

Most controversial problem in committee discussions was limitation of commercials in participation and multi-sponsor programs, according to Mr. Fellows. He said the 15-minute unit is the prevailing industry time segment, but the code recognizes 14.30 minutes as belonging to sponsors with 30 seconds for the station. He explained the reasons behind other sections, closing with an emphatic announcement that double spots are banned.

Question period, directed by Judge Miller, opened up varied objections from station management.

Ted Cott, WNEW New York, program director, said independents felt overlooked and claimed this group represents 44% of all members. He praised program and public service achievements of independents. He first objected that Section 1 on general standards was too negative and did not specify minimum public service obligations.

Going into practical scheduling problems, he contended only network stations have 14.30 periods, independents not breaking down their schedules that way. Agencies use one-minute announcements as a unit, he said in claiming the code would eliminate such spots.

(*Continued on page 40*)

PICTURE OF THE CONVENTION according to a consensus of BROADCASTING editors was taken at a rollicking CBS affiliates dinner. Three of the most divergent winds in radio were caught blowing with phenomenal singleness of purpose when (l to r) Justin Miller, NAB president, Frank Stanton, CBS president, and Chairman Charles R. Denny, of the FCC inflated toy balloons.

Over 26 Million Spots Used Last Year

MORE THAN 26,000,000 spot announcements were broadcast last year by American radio stations, Kenneth Baker, NAB director of research, disclosed at the Sept. 17 research session of the NAB convention.

"That," Mr. Baker declared, "is a lot of announcing; it is a lot of copyrighting; it is a lot of singing commercials; it is a lot of transcriptions; it is a lot of business.

"You can see now why announcements have become so important in radio. They are important from a business point of view because all but 10% of those announcements were sponsored. It is important to the listener because he hears a lot of them. Much of his opinion about radio is determined by what he thinks of those announcements. You can certainly see why any code of good practices in radio must take the matter of announcements into account and deal with them in a way that will be acceptable to broadcaster and listener alike."

Mr. Baker disclosed the data on announcements as part of a report on a survey on programming he conducted last fall, using a sample of 100 stations, picked at random but representing a cross-section of the NAB membership and so, presumably, representative of the entire industry. (For a full report on the method used, see BROADCASTING, Aug. 18.)

Analyzing the somewhat staggering figure of 26,000,000 announcements a year, Mr. Baker pointed out that this means about 500,000 a week, which, divided among the 1,125 commercial AM stations on the air at the time of the survey amounted to about 520 announcements per station per week, or between 75 and 80 a day. Small stations averaged 82, medium stations 75, large stations 56.

Local retail advertisers sponsored 77% of the announcements broadcast by small stations, 57% of those broadcast by medium stations and 23% by the large stations. Regional and national advertisers accounted for 26% of the small stations' announcements, 31% of those on medium stations and 66% on large stations. Small stations broadcast 7% of their announcements sustaining, medium stations 12% and large stations 11%. For all stations 64% of announcements were sponsored by local retailers, 26% by national and regional advertisers and 10% were sustaining.

34% of Time Sustaining

One of the major discoveries of the whole survey, Mr. Baker reported, was the fact that on the average, 34% of all broadcast time is devoted to sustaining programs and 66% to commercials. This is well within the 80-20 rule-of-thumb ratio observed under the FCC's Blue Book procedure. Incidentally, Mr. Baker said that he undertook

(*Continued on page 60*)

Convention Faces

THE BOYS from the Midwest had the situation well in hand (l to r): William E. Hutchinson, WAAF Chicago; Harold Carlson, Illinois Bell Television, Chicago; and Glenn Snyder, WLS Chicago

BIG GUNS of Convention were FCC Chairman Charles D. Denny (l) and NAB President Justin Miller, shown just before the Commission chief's address to an NAB Convention luncheon at Atlantic City Sept. 17.

WALTER DAMM, WTMJ Milwaukee (l); Frank H. Mullen (center), NBC and Martin B. Campbell, WFAA Dallas, at convention.

NAB gets once-over by Russell Winnie, WTMJ Milwaukee; Beth Black, Joseph Katz Co., New York, and Cecil Beaver, KTBS Shreveport.

TALKING SHOP in the Western Electric booth at NAB's Atlantic City convention (l to r); R. E. Poole, Bell Telephone Laboratories; J. R. Poppele, vice president and chief engineer, WOR New York; S. P. Taylor, manager, distributor sales, Western Electric Co.; and L. F. Beckhoven, broadcast sales engineer, Western Electric Co.,

COULD BE a record deal as (l to r) Dewey Long, WMOB Mobile; Walter Davison, Capitol Records; C. E. Seebeck, WTON Staunton, Va., and Ben Fisher, Washington attorney, trade yarns.

SIGURD S. LARMON, president of Young & Rubicam and featured speaker at NBC affiliates convention, elicits laughter from (l to r) Frank H. Mullen, executive vice president of NBC; Niles Trammell, NBC president, and Charles Mortimer, vice president in charge of marketing for General Foods Corp., who also addressed meeting.

EAST MEETS WEST as Murray Grabhorn (l), ABC, greets Ralph Brunton, KQW San Jose, Calif. Leonard Kapner, WCAE Pittsburgh (second from l), and Robert B. Jones Jr., ABC Chicago, complete the foursome.

THE SOUTHLAND and BMI get together as this group meets. L to r: C. C. Carlson, Pat Shannon, WJBW New Orleans; Sydney Kaye, BMI; Jack Draughton, WSIX Nashville.

BEVY of New York timebuyers are accompanied by Frank Silvernail, BBDO. Ladies (l to r) include: Ethel Weider; Biow Co., Eleanor Scanlan, BBDO; (that's no lady that's Frank Silvernail); Vera Brenan, Duane Jones Co.; Lillian Selb, Foote, Cone & Belding; Gertrude Scanlan, BBDO; Anne Keegan, Compton Adv.; Jayne Shannon, J. W. T.

U.S. Radio Standards Depend on Sales

Reinsch Is Main Speaker On 'All-America Radio Team'

RADIO in the American tradition depends upon sales and its costs cannot be met by one commercial announcement every quarter hour or by one commercial quarter hour out of every hour, according to J. Leonard Reinsch, general manager of the Cox stations.

Mr. Reinsch, radio adviser to President Truman, spoke as lead-off man in a discussion of "The Sales Foundation of the American System of Broadcasting" at the NAB Convention. Participating in the discussion were speakers representing members of an "All-America Radio Team" of station executives.

In the closing minutes of the discussion, the number of listeners in the main arena dwindled to 33 and a stenographer. The session, begun at a delayed hour, lasted beyond 6 p.m.

The sales necessary for radio operations go to pay for the good men who are in the industry, Mr. Reinsch emphasized. He said there was reason to feel proud of radio's salary standards, which in 1945 were topped only by the motion picture industry. Broadcasting's average wage increase, according to official government figures, he pointed out, was twice that of newspapers, periodicals and the telephone industry.

The type of radio produced by radio sales is liked by the American people, he said, citing figures to show public acceptance of present-day radio. He said nine out of ten homes have radio sets.

The station promotion manager's job was analyzed, praised and recommended for greater consideration by Thomas D. Connolly, CBS, New York. A composite promotion manager on the present "All-America Radio Team," said Mr. Connolly, would spend 4.23% of the yearly advertising revenue of a 250-w station, 5.3% of a 5-kw station and 5.35 in a 50-kw station, exclusive of his salary and the salaries of his staff.

Two-thirds of the money would be used in program promotion and one-third in promoting the station among advertisers and agencies by ads in the trade press, direct mail and other means, he said.

Lauds Sponsored Shows

Sponsored programs are better than sustaining programs, Donald D. Davis, WHB Kansas City, Mo., said in a talk on station programming.

"The chances are," he said, "that more time, thought, energy and skill will be expended upon the program if it is sponsored than if it is merely sustaining."

He asserted that if a program is worth broadcasting, it's worth being sponsored.

The salesman who brings in the money for the "All-America Radio Team" to function was discussed by Norman Boggs, general manager, WLOL Minneapolis. He said he thought it was sometimes easier to pick a good wife than a good sales department.

"One of the prime requisites (in a salesman) and one on which I refuse to compromise," he said, "is sincerity. This is not a business of one-time sales. You have to live with the advertiser, if you keep him at all.

"And before he has worked out his successful format, sometimes by trial and error, he and your salesman have gone through some trying moments when any lack of honest purpose on your salesman's part is going to get you an ex-client. The salesman must have a real concern about performing a successful service for the advertiser."

To attract the type of man who will build and keep the right kind of sales volume, he said, there must be "a business-like arrangement about his earnings which will be commensurate with his ability—and still not let him hang around the country club every afternoon."

Praises Engineer's Role

Speaking on the radio engineer, Howard S. Frazier, management consultant of Frazier and Peter, Washington, D. C., said that the American system of competitive broadcasting produced many stations instead of a few government-owned outlets, with the result that when the war came, the country had an enormous field of trained engineers from which to draw. Without them the war might not have been won, he indicated.

Radio engineers have done their jobs so well, particularly in finding new bands for operating, including FM, that the point is now being approached that more air time hours are available than advertisers are able to buy, he said. This gives the listener great program choice and because of better programs through competition for the listener's ear attracts more listeners. "Thus in effect the American system of broadcasting is an ever-growing snowball," he said.

WKNS ON AIR AS 1-kw DAYTIME INDEPENDENT

WKNS Kinston, N. C., 1-kw daytime independent on 1000 kc, took to the air Sept. 21. Station is owned by Kinston Broadcasting Co., and its studios are on the second floor of the Radio Bldg. in Kinston.

Raytheon equipment has been used throughout. The tower, on Richlands Rd. near Kinston, is a 260-ft. Wincharger. Transmitter building includes auxiliary studios to supplement the four studios in Radio Bldg.

James W. Campbell, former busines representative and newsman for United Press in the South and the late Gen. George Patton's assistant public relations officer during the war, is manager of WKNS. Marshall T. Pack, in radio eight years and formerly with WSPA Spartanburg, S. C., is program director.

The station will use UP news service and also has employed a local news reporter as a member of its staff of 12.

Canadian Grants

FIVE NEW FM stations have been licensed in Canada and one AM station, according to an announcement of C. D. Howe, Minister of Reconstruction, at Ottawa. FM licenses have been granted to CKEY Toronto, CHML Hamilton, CKLW Windsor-Detroit, CFRA Ottawa and CJRB Rimouski. New AM licensee is M. J. Werry of Montreal, for 250-w station on 1340 kc at Woodstock, Ont.

THE WEATHER and the code were the two main topics under discussion at the NAB Convention by (l to r): Ben Nedow, KECK Odessa, Texas; Robert D. Swezey, MBS; Otto Brandt, ABC; and Gene Carr, Brush-Moore radio stations.

20 YEARS WITH NBC
Plaques Are Awarded to Six Stations by Network

BRONZE PLAQUES in honor of 20 years of affiliation with NBC were presented to six stations Sept. 13 at a luncheon in the Claridge Hotel, Atlantic City.

Receiving the plaques, presented by Niles Trammell, NBC president, were Dr. Ray Manson, president, Stromberg-Carlson Co., owner of WHAM Rochester, N. Y.; John J. Gillin Jr., president and general manager, WOW Omaha; James D. Shouse, president Crosley Broadcasting Corp., owner of WLW Cincinnati; Amon Carter Jr., executive of WBAP Fort Worth; Col. B. J. Palmer, chairman of the board, Central Broadcasting Co., owner of WHO Des Moines, and Walter J. Damm, vice president and general manager of radio, The Journal Co., owner of WTMJ Milwaukee.

WDSU OWNERS CHANGE MINDS ON 77.5% SALE

CONTRACT for acquisition of controlling interest in WDSU New Orleans by William Spiegelberg and associates has been terminated, it was announced last week by the station's Washington counsel, Dempsey & Koplovitz. A 77.5% interest was to have been sold by E. A. Stephens and H. G. Wall for $580,000 to the New York group. Mr. Spiegelberg is a Wall Street broker.

Instead, the present owners which include Fred Weber, general manager and holder of 22.5% interest, plan to expand and improve the present facilities. They are to acquire new studios and a new building to include a television theatre, it was said. WDSU holds construction permit for new FM station on Channel 287, 105.3 mc, with 200 kw effective radiated power.

A motion is to be filed with FCC to dismiss the sales application which had been presented to the Commission in April. The transaction was initially completed in January [BROADCASTING, Jan. 20]. Mr. Stephens holds 40% and Mr. Wall owns 37.5% of WDSU. An ABC affiliate, station is assigned 5 kw on 1280 kc.

WHBC Now 5-kw

TO CELEBRATE its increase in power from 1 kw to 5 kw, WHBC Canton, Ohio, was slated to hold formal dedication ceremonies yesterday (Sept. 28) at Canton's American Legion Auditorium. On program were Rep. Henderson Carson (R.-Ohio), Mayor Carl Klein of Canton and Evalyn Tyner, concert pianist. WHBC will now carry both ABC and Mutual features until March 1, 1948, when it will broadcast a full schedule of ABC programs.

HANDS THAT NEED US—

STILL TINGLING from the shock of the plow-handle, they reach for 650 on the dial to check market conditions. Still dusted with flour, they tune for recipes and news of the outside world. Hands that are young, reaching for the stuff dreams are made of, find a beginning at WSM's wave.

Originally we built this station for them. And for 22 years they have been first in all our thinking and planning. They are the people who need us most. For they are, except for our strong voice, cut off from the outside world.

But as we worked for them, we found we were attracting the more sophisticated, too. And so it is that today WSM is the first station in homes at all levels, in the five million listener area reached by our 50,000 watt, clear channel signal.

HARRY STONE, GEN. MGR. • EDWARD PETRY & CO., NATL. REPRS.

WSM Air Castle of the South
650 KILOCYCLES 50,000 WATTS NBC AFFILIATE CLEAR CHANNEL

WSM
NASHVILLE

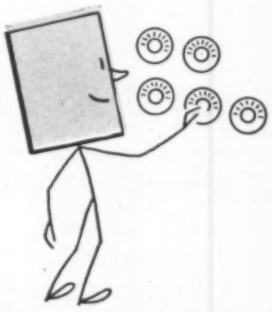
Why this team brings

Early in the history of radio telephony, it became evident that further growth and expansion depended on accurate means of controlling frequency. The first step toward solving this problem was taken in 1915, when a Laboratories engineer developed the first master oscillator circuit for radio transmission. In 1917 came the first crystal controlled oscillator using Rochelle salt crystal. and in 1921 the application of quartz crystals.

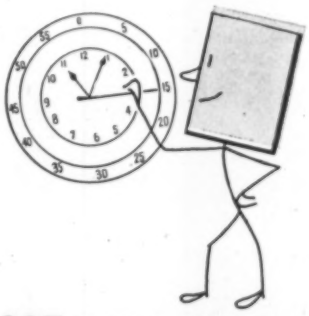
From that day on, the Bell Laboratories-Western Electric team has pioneered in piezoelectric crystals. New cuts, new circuit applications, new methods of growing synthetic crystals . . . all have been developed by the Laboratories, and all mass-produced by Western Electric.

Today it is only natural to look first to this team for the finest quartz and synthetic crystals for every service.

1917 A Rochelle salt crystal used by a Laboratories researcher to control an oscillator circuit was the granddaddy of all frequency control crystals.



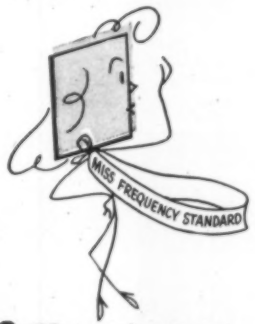
1924 Quartz crystal applied to frequency control of station WEAF by Bell Laboratories-Western Electric team greatly improved the quality of distant broadcast reception and laid foundation for more economical use of radio spectrum.



1927 Oscillating 100,000 times a second, a crystal served as the heartbeat of a clock far more accurate than any other timing device ever before made by man.

1933 Low - temperature - coefficient crystal cuts, utilizing for the first time specially selected shape, dimensions, and orientation characteristics, increased frequency stability, made temperature controls needless for certain applications.

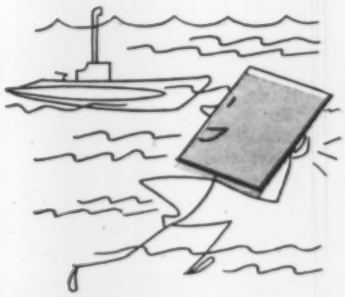
1934 "Traffic Cop" crystal filter designed by Bell Laboratories to act as separation unit for carrier systems. Led to today's 480 channel coaxial systems and single sideband radio transmitters.



1939 GT crystal serves as a "frequency model." Used for Loran, extremely accurate time signals (stable to 1 part in 10^9), and other applications requiring utmost frequency stability.

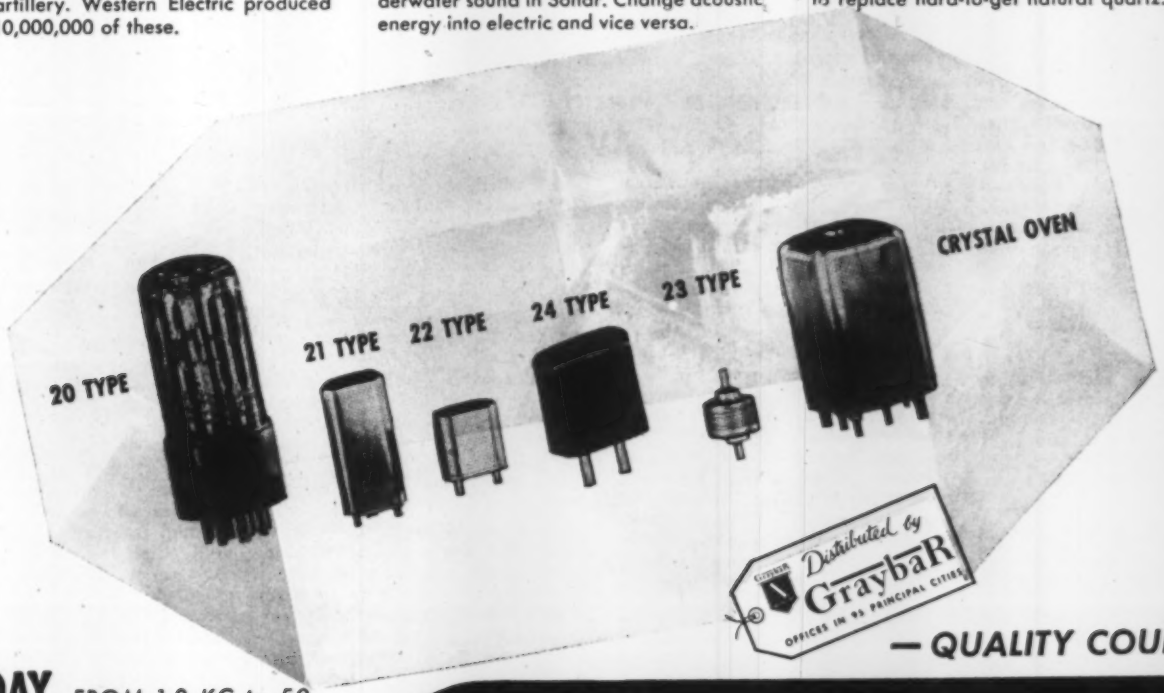
gs you more accurate frequency control

1942 Wire mounted crystal unit designed to withstand shocks and rough usage went into battle in tanks and with artillery. Western Electric produced over 10,000,000 of these.



1943 Synthetic ADP crystals, first mass-produced by this team, were also first applied by the team to underwater sound in Sonar. Change acoustic energy into electric and vice versa.

1947 EDT crystals — the first low-coefficient synthetics — are being grown on Western Electric's crystal farms to replace hard-to-get natural quartz.



TODAY *FROM 1.2 KC to 50* MC.—that's the extraordinary range covered by Western Electric's new line of crystal units for oscillator control. All are engineered to assure maximum frequency for a given design, with increased accuracy and stability.

— QUALITY COUNTS —

BELL TELEPHONE LABORATORIES
World's largest organization devoted exclusively to research and development in all phases of electrical communications.

Western Electric
Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

New TV Film Service Seen by Hanson

Kinescopic Method Urged For Filming Live Video In Transmission

THE DEVELOPMENT of kinescopic motion picture photography —filming video programs off the screen of a monitor viewer as they are going on live—will furnish video broadcasters with an inexpensive form of programming, comparable to radio's transcription services, O. B. Hanson, NBC vice president in charge of engineering, told the Sept. 15 engineering meeting at the NAB convention in Atlantic City.

Citing the economies of this form of motion picture, which is filmed in a continuous quarter-hour, half-hour or hour, as the live program goes on and without the cuts, editing and retakes of Hollywood, Mr. Hanson said that programs can be developed by a new rapid process that will permit a daytime show to be repeated by film the same evening, and broadcast by other television stations as soon as the pictures can be flown to them.

Quick Decisions Needed

In a talk illustrated by movies made in this manner by NBC, Mr. Hanson pointed out that the images are of satisfactory broadcast quality, since studio equipment is of 8 mc band width, while the channels assigned to television picture transmission are only 4 mc wide.

George P. Adair, radio engineering consultant following years of service as chief engineer of the FCC, warned his audience that unless decisions are made soon and unless they are right, "the losses of the third NARBA to both broadcasters and listeners will make those of the first and second seem small peanuts." Too many people associated with the radio industry, he declared, either don't realize or won't admit that broadcasting is no longer a U. S. monopoly.

Beyond question, the United States has the best regulations in the world today, he stated, but he declared that they still need improvement. Better regulations, he explained, can come only from "full cooperation, honesty, a broad outlook and continual striving for perfection" from Commission, broadcasters and engineers alike.

"The responsibility of the Commission," he stated, "is to make informed, farsighted, unbiased decisions promptly."

That of the broadcaster is "to assist the Commission in carrying out its duties; to help keep it informed; to supply accurate and full information; to provide means for his engineers to gain knowledge and pass it on to the Commission; to keep informed of the problems of the Commission and of the industry in general; to see that his station is so operated that disciplinary regulations are not required or so that the FCC staff can devote its time to productive work instead of policing; to either accept decisions of the Commission in good grace or take an appeal in accordance with established procedures and not indulge in spreading innuendos and slanderous remarks; to realize that a change of rules beneficial to his class of station may be very disastrous to others and may be only a temporary cure for his own problems, and above all to keep the spirit of competition with cooperation in full play."

The engineer's responsibility is the greatest of all, Mr. Adair averred, for he is responsible for "establishing and maintaining good technical regulations. Both the Commission and the broadcaster depend upon him for sound technical advice. He is looked to for factual information, uncolored by the fact that he is employed by a particular station or class of station."

Earlier in the meeting, which was attended by more than 200 technical executives of radio stations, NAB President Justin Miller pointed to the appointment of Royal V. Howard as NAB engineering director as proof of the fact that NAB was making up for its neglect of the engineers in previous years.

Praises Howard

Lauding Mr. Howard for his ability to educate such non-technically minded individuals as himself in the mysteries of engineering, Judge Miller asked the engineers to "get to work" on their station top management when they get home, on both the domestic and international levels.

He cited the important work Mr. Howard has done this summer as NAB's "diplomatic emissary" at the international communications meetings in Atlantic City and urged his audience to impress on their bosses the importance of engineering facts in international radio and what they mean to American broadcasters and listeners.

The FCC was urged to adopt methods of calculating FM coverage more realistic than their present ones, which assume a smooth earth and unvarying weather, by Paul A. deMars, consulting radio engineer, who stated that the terrain over which FM signals travel may have as great an effect on the distance they go as the power of the antenna or its height.

Mr. deMars asked FM engineers to keep records on the performance of high gain antennas, about which not enough is yet known. He also asked that designers of audio equipment for FM stations keep in mind the high standards set by the FCC which it may some day ask the broadcasters to live up to, and to aim at the highest possible quality. Today, while FM is still in the "news, weather and phonograph" stage it may not make much difference, he said, but eventually it will.

Transmitter Upkeep

The importance of transmitter maintenance for small stations was stressed by G. Porter Houston, chief engineer, WCBM Baltimore, who declared that with the proper maintenance system "90% of the trouble-shooting is done in advance, leaving only 10% to be done when trouble hits." Alfred E. Towne, KSFO San Francisco director of engineering, discussed maintenance problems of a medium-sized station and Dixie B. McKay, consulting radio engineer, talked on the care and maintenance of directional antenna systems.

John Colvin, ABC audio facilities engineer, talked about practical audio facility arrangements for radio stations that make for easy and efficient operation. Much of his address was devoted to broadcasting recorded programs, especially disc jockey shows such as the Paul Whiteman show which include old records. He outlined in some detail the way noise suppressors had been used, reporting they do an excellent job in clearing up the noise on old recordings.

Orrin W. Towner, WHAS Louisville and chairman of the NAB engineering executive committee, conducted the morning session. Mr. Howard was chairman of the afternoon session and moderator of the round table with which it concluded.

THE DISTAFF side took over in a Tuesday session of women broadcasters headed by (l to r) Dorothy Lewis, NAB coordinator of listener activities; Ruth Crane, AWB acting president, and Mary Margaret McBride, WNBC New York.

Employes See Show

DAYTON POWER & LIGHT Co., one of 175 companies which sponsor *The Hour of Charm* on CBS, Sun., 3:30-4 p.m., set a precedent fortnight ago when it bought out the entire house exclusively for its employes. Program originated from Memorial Hall in Dayton through facilities of WHIO and was preceded by a concert attended by 3000 guests. Employes joined the choir in singing the program's closing selection, a hymn.

BBC Television Head Visiting States, Describes British TV Expansion Plans

FACED by numerous shortages, and recuperating from a wartime hiatus of nearly seven years, the BBC television service, which was resumed on June 7, 1946, is planning an ambitious expansion program, according to Maurice Gorham, head of the service, who is visiting the U. S.

In New York last week Mr. Gorham reported that the BBC television service plans to cover all the main centers of population in Britain, and the first of the provincial stations will be near Birmingham where a relay station will be erected shortly. The BBC television headquarters is at Alexandra Palace overlooking London's northern suburbs. The transmitter operates on the Marconi-E.M.I. system, with a definition of 405 lines per picture.

Plays Are Popular

Programs are transmitted 28½ hours per week, with emissions seven days a week, from 3 to 4 p.m. There are extensions in the case of plays or special remotes, and from 8:30-10 p.m. In addition, a demonstration film is shown between 11 a.m. and 12 noon every weekday morning for the benefit of the radio industry. Plays are the most popular form of television entertainment, and other transmissions include weekly editions of "Picture Page," which consists of interviews with people in the news; documentaries, illustrated talks, dance and variety shows, ballet, sporting interviews, sports, etc.

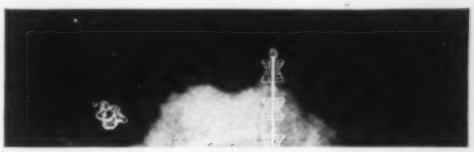
The English film industry refuses to cooperate with the television service, Mr. Gorham stated, and will not permit it to televise commercial newsreels or feature films.

At the end of June 1947, television licenses recorded in England numbered 21,300. Video receiving licenses cost two pounds, or $8, double the ordinary "wireless" license.

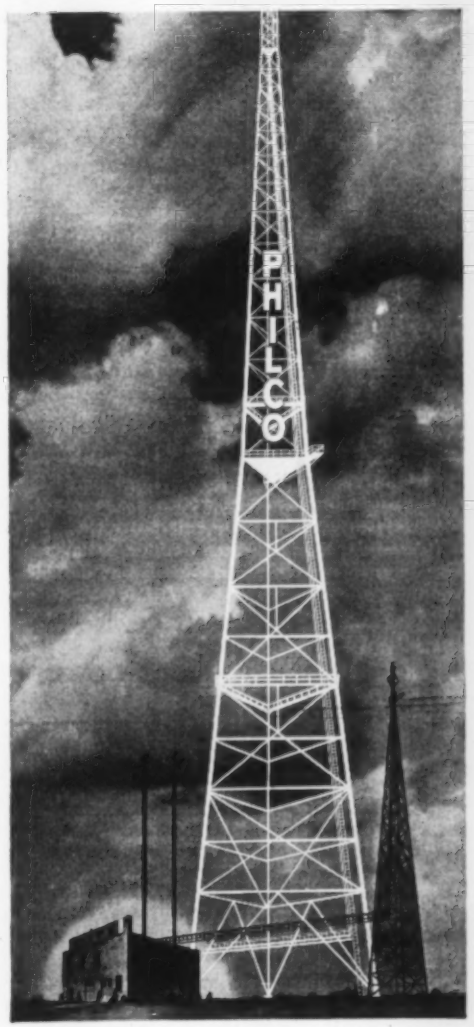
There are between 12 and 15 video set manufacturers in England, and the price of a set ranges from approximately $208 to $512, he said. Mr. Gorham declared that the inexpensive $208 set is equivalent to the RCA or Philco table model in this country. Before the current fuel shortage about 2,400 sets were being manufactured weekly, and were selling as fast as they were made, he reported.

When asked to compare American and English television, Mr. Gorham said that he hadn't been in this country long enough to give a fair opinion, but thought that the BBC television had better studio production, used less lighting and got "better modelling."

SPORTS BROADCASTERS Assn. of New York will hold its first 1947 weekly meeting at Al Schacht's Restaurant, New York, Sept. 29 at 12:15 p.m., Ted Husing, president, announced last week.



What's new in television?



Take a Look at WPTZ!

Maybe we've been a little too modest . . . a little too reticent about the progress we're making in television here in Philadelphia. Actually things are really popping at WPTZ! For instance:

At this very moment the contractors are putting the finishing touches on our new 500-ft. transmitting tower. Scheduled for completion in October, it will boost our high-gain antenna system over 900 feet above downtown Philadelphia — it will quadruple our service area!

The other day "Television Magazine" made a tabulation of television station operations. Lo and behold WPTZ turns out to be on the air with more hours of programs than any other station in the nation . . . has the highest percentage of commercially sponsored time . . . and is tied for first place in number of current advertisers!

Last month at WPTZ we added our second complete mobile unit, making possible a whole new series of remote events, further expanding our program schedule.

The conclusion we'd like you to reach is that if you're thinking of spreading your wings in television, give serious consideration to WPTZ's exceptional facilities, both for local and network origination, our fifteen years of experience in television, our well-trained, experienced personnel. Consider very carefully too the television audience in Philadelphia. Second only to New York in size . . . growing by leaps and bounds . . . enthusiastic, responsive!

Together WPTZ and Philadelphia add up to your best bet for a profitable, effective introduction to television. By all means, get the story! Write for the WPTZ rate card just off the press.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • 17th and Sansom Streets • Philadelphia 3, Penna.

NBC TELEVISION AFFILIATE

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

Station Managers

(*Continued from page 32*)

He also opposed different minimum commercial time breakdowns for day and night.

Mr. Fellows said no attempt was made to tell stations how to use their allowable commercial time and denied that elimination of one-minute spots was intended. These spots are the source of wide criticism, he said. Mr. Fair agreed with him that no advantage for network affiliates as against independents was intended.

A group of about 25 independents got together Monday night, according to Mr. Cott, and agreed their rights were not properly covered. Judge Miller again said the provisions are not in final form and asked for answers to specific objections.

"We urge formation of a committee of independents for consultation," Mr. Cott said.

"Will you chair one?" Judge Miller asked.

"Yes."

"And name the members?"

"Yes."

Mr. Swezey took up the "negative" charge by saying that the preamble, not yet completed, will answer the objection.

Henry W. Slavick, WMC Memphis, asked Mr. Cott if he represented independents. Mr. Cott said a group had discussed the matter informally.

Rates Going Down

Fred Fletcher, WRAL Raleigh, N. C., said the code needs more sober consideration. Rates are going down, he claimed, as more AM stations are granted, and more sponsors are needed. He feared the code would be a new Blue Book by which the FCC could whip locals into line with network practices. He proposed that no action be taken at this convention, urging a referendum be conducted for the board with a new code submitted to the membership after all views have been considered.

Allen Sayler, representing the United Auto Workers (CIO), which will be on the air before the next convention with stations in Detroit, Cleveland and Chicago, said his union will adhere to the code but felt three provisions required further study.

He said the clause confining discussion of controversial issues to specific programs for that purpose was not clear. Public interest, not program schedules, should be the criterion, he advised. He objected to the limit on dramatization of controversial issues as barring one of radio's most effective techniques. Thirdly, he objected to use of the phrase "properly identified authorities" as confining public interest broadcasting to this nebulous classification.

Mr. Outler replied that a housewife is an authority on the high cost of living.

Censorship of controversial programs is an evil to be avoided, he concluded.

Judge Miller asked him to put his suggestions into concrete language. Mr. Swezey insisted no effort had been made to restrict freedom of speech or confine such programs to less favorable periods, the drafters merely desiring that they be labeled.

Edward O. Breen, president, KVFD Fort Dodge, Ia., regretted the code "had been tossed at us like a bombshell at the last minute." He said he didn't yet have an official copy.

He criticized Section 1 as negative, implying guilt and reflecting "horrible taste." He thought the code could be cut to a fourth its length and intimated the present version "would bar some of the world's masterpieces."

Laws Negative Too

Judge Miller pounced on the "negative" criticism by saying that criminal laws are negative but had to be framed. He said trade publication pressure had been exerted for swift writing of new standards though he personally tried to avoid hurrying.

"You saw these provisions as soon as they were ready," he said. "The board will not rush nor will it adopt standards immediately. The preamble has not been completed. These code writers are busy broadcasters."

Mr. Breen called for allowance of time for a membership poll, drawing from Judge Miller a reminder that the Chicago convention last fall vested code power in the board.

Irving R. Rosenhaus, WAAT Newark, independent, said the committee was not acquainted with problems of independents. "We are not interested in relaxing commercial standards," he said. "We want to keep the audience and sponsors satisfied." He specifically objected to the quarter-hour program breakdown and asked if the effect of the code on time signals had been considered.

He was told by the panel that time signals are out if they clash with the double-spotting rule for station breaks.

Walter Windsor, WDVA Danville, Va., opposed one-minute spots between programs, favoring a 30-second limit. Ban on middle commercials on news should be cut to less than 10 minutes, he suggested.

Mr. Windsor struck hard at the religious clause. In the "Bible Belt" or South and Southeast, he told the panel, commercial religious programs are popular. "The man on the street loves them," he said. "A service would be denied large numbers of listeners." He accepted Judge Miller's request that he provide alternate language and that he confer with other stations. He asked more specific lottery definition.

Stanley Hubbard, KSTP St. Paul, feared many broadcasters would leave before Thursday and suggested comments be sent the code committee by mail.

"Much of this reflects uncertainty," Judge Miller said.

Frank S. Blair, WSCR Scranton, Pa., said the code "was thrown at us too fast."

Leonard J. Patricelli, WTIC Hartford, questioned the claim of independents that they comprise 44% of the association.

Edythe Fern Melrose, WXYZ Detroit, feared the commercial ban would hurt recipe and similar programs, where commercial content is difficult to measure. Mr. Fellows felt there would not be as much effect as she feared. Miss Melrose wondered if the code would affect product displays in television programs but code drafters said it does not cover television.

ALL ANGLES of industry research were probed by NAB Research Committee. L to r around table: Ed Shurick, Free & Peters; T. Rodney Shearer, Nielson Co.; Earl Winger, WDOD Chattanooga; Elmo C. Wilson, CBS; Paul Sheatsley, NORC; J. Harold Ryan, Fort Industry Co.; William Zurlieh, NBC; Carl J. Burkland, WTOP Washington, chairman; Kenneth H. Baker, NAB director of research; Hugh M. Beville, NBC; Hugh B. Terry, KLZ Denver; C. E. Hooper, C. E. Hooper Inc.;E. P. H. James, MBS; Eugene Katz, The Katz Agency; Dietrich Dirks, KTRI Sioux City, Iowa; Edward F. Evans, ABC; John Churchill, BMB.

FAXIMILE SERVICE
'Broadcasting' Article Used
IN WAAT Newspaper

WAAT's FAX— Hogan Faximile System

WAAT's FAX

BROADCASTING

Photo of issue.

FAXIMILE service using the Hogan system was demonstrated by WAAT Newark at the NAB convention in Atlantic City. One of the first issues of WAAT's convention newspapers carried the message to NAB delegates by Paul B. West, ANA president, as taken from the Sept. 15 BROADCASTING (see photo).

The system is capable of transmitting text at 500 words a minute. WAAT explained that Hogan Faximile "unlocks the door to the printing of radio-transmitted copy in the living room of the American home." The WAAT convention newspapers were broadcast by W2XYQ, temporarily licensed to WAAT-FM.

THURSDAY, SEPTEMBER 18

Opening the Thursday morning code discussion, Judge Miller read names of the program and standards committee members to show they represent all segments of the industry. He emphasized the broad code-adopting powers given the board under the by-laws.

He said there will be absolutely no railroading of the standards. Work is moving forward on the preamble, he said. It will contain affirmative statements on responsibility of broadcasting calling for suggestions from the membership.

Ralph Hardy, KSL Salt Lake City, opened floor discussion, asking abandonment of the historic distinction by which longer commercials are permitted in the daytime than at night. He opposed the commercial scheduling provisions, which specify 30 seconds of each unit belongs to the station. He favored the 3-minute limit for 15-

(*Continued on page 48*)

ossible

You can't cover California's Bonanza Beeline without on-the-spot radio

Two billion in buying power nestles in the Bonanza Beeline market—California's central valleys plus the wealthiest slice of Nevada. But this is a market surrounded by *high mountains* . . . natural barriers that block outside radio signals. So you get effective coverage only with on-the-spot radio.

Each of the five BEELINE stations is located right in a major Beeline trading center. Each is the oldest station in its area.

For example, consider Sacramento. SALES MANAGEMENT'S 1947 study of test markets in the United States reveals this vital fact: In the opinion of agency time and space buyers and national advertisers, *Sacramento leads the entire country as a good test market!* The Beeline station in Sacramento is 25-year old KFBK—10,000 watts . . . 1530 kc.

McCLATCHY BROADCASTING COMPANY

KFBK KOH KERN KWG KMJ

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Poppele Gives Warning On Indifference to TV

EDITOR, BROADCASTING:

In a recent issue of your valued magazine I noted with interest a poll conducted among AM broadcasters with regard to their preferences in attending various types of conventions and conferences.

The poll indicated that many of the AM broadcasters were not interested in attending television conclaves and those AM broadcasters who did attend came away with a blank feeling.

Frankly the replies from AM broadcasters with regard to their interests in television is a true expression. There are few AM station operators in television today and there are few AM station operators who have indicated anything more than a passing interest in this new art of broadcasting. This lack of foresight is going to prove costly in a relatively few years!

Taking a quick glance at the television stations now operating in eight leading metropolitan districts of the United States one finds this glaring indication of AM broadcaster indifference:

a. Philadelphia's pioneer station, WPTZ, has no AM affiliation.
b. Los Angeles' only commercial station to date has no AM affiliation.
c. Chicago's only operating commercial station has no AM affiliation.
d. Only a handful of AM broadcasters are actually operating television stations today.

An analysis of attendance at the first and second television conferences conducted by TBA indicates that the preponderence of individuals present did NOT represent AM stations.

Those present included representatives of equipment manufacturers, motion picture producers, film manufacturers, advertising agencies, newspaper and magazine representatives, department store executives, educators and others engaged in business and industry —not generally affiliated with radio broadcasting. In other words —where were the AM broadcasters?

Is it any wonder that AM broadcasters polled by BROADCASTING Magazine didn't show particular enthusiasm for television. As the saying goes on of radio's popular quiz shows: *They'll Be Sorry*!

J. R. Poppele
TBA President,
New York, N. Y.

* * *

Radio Editorializing Proposal Questioned

EDITOR, BROADCASTING:

In view of the fact that the widely-publicized subject of "editorializing on the air" has been set for hearing by the Commission Jan. 12, I should like to see more opinions of broadcasters. Before the NAB represents to the FCC that its members challenge the Mayflower Decision and demand the right to "editorialize on the air," why not take an industry-wide survey? Perhaps it would show what broadcasters themselves really think. Such a cross section of opinions from broadcasters in large, small, and medium-size communities would seem to be the true approach to any representation made by the NAB.

Perhaps the NAB is going on some questionnaire or survey which was made sometime ago and might be obsolete now. There was a time when I thought that "editorializing on the air" might be a good thing, but after studying the Mayflower Decision and from arguments against such a policy, I have come to the conclusion that it might be unwise. I believe that BROADCASTING could do a great service to the radio industry if they were to publish various opinions, following it up with a survey prior to the Jan. 12 hearing.

Much has been said about the Mayflower Decision and most of it has criticized it as an injustice. It has been said that the Mayflower Decision stands as a "serious abridgment of free speech." Could some one please analyze this for me? I interpret my license as being issued to operate in the public interest; would it be in the public interest to "editorialize on the air?" Am I to understand "serious abridgment of free speech" means an "abridgment of free speech" for the people (listeners), or an "abridgment of free speech" for the broadcasters?

My interpretation of free speech means free speech of the people, not necessarily of one individual or a group of individuals. The obvious would be to compare "editorializing on the air" to editorializing in newspapers. Editors of newspapers (and I say this without criticism) publish only what they want the people to read in most cases. The exceptions are newspapers of extremely high standards in metropolitan areas who conduct real forums in an unbiased manner. The present practice as prescribed by the FCC and upheld in the Mayflower Decision in my opinion gives greater rights to the people through non-editorial policy and the right of rebuttal. It has been pointed out numerous times that an editorial policy would place too much power in the hands of too few people. Perhaps that is true.

The practice of unbiased news reporting as is now generally in effect in the broadcasting industry, I believe has given radio a decided advantage over other news sources.

The U. of Denver Research shows an overwhelming majority of people have more confidence in what they hear via radio than what they read in newspapers... It further shows that news is the "most listened to" of all radio broadcasts. I wonder how many of those who are championing the cause of the right to "editorialize on the air," have operated radio stations in smaller communities or outside of metropolitan areas.

As an operator of stations in communities under 50,000 population, I for one do not wish through editorial opinion to set myself up as a "little tin god" and tell my listeners what they should do in regard to various controversial or political issues. Rather, I prefer to follow our present policy of offering time for public forums and equal time to both sides of any controversial issue.

In medium-size or smaller communities, radio stations have a more intimate contact with the people. They write us letters of criticism or praise, as the case may be, and we have a better opportunity of guiding ourselves in programming, etc., with this close contact. This is another reason why I question the wisdom of editorial policy. Of course, such practice might be all right in metropolitan areas but in smaller communities we want all of the people on our side, by a middle-of-the-road course, rather than to attempt to swing public opinion one way or the other.

It seems to me that broadcasters have enough to do with their engineering, programming, objective local news reporting and their other multiple duties without entering political controversies which 90% of editorial opinion constitutes.

Bert Georges
General Manager
WHEB, Portsmouth, N. H.

* * *

WITH CONSTRUCTION almost complete on WHAM Rochester's Radio City, four representatives spend a few days seeing how the other fellow does it at WTMJ, the *Milwaukee Journal's* Radio City. Walter J. Damm (center), vice president and general manager of radio, The Journal Co., confers with WHAM executives, (l to r): Truman Brizee, sales department; Charles Siverson, program director; Jack Kennedy, sales director, and Armin Bender, promotion manager.

Worthless Reservation Treatment Hit Again

EDITOR, BROADCASTING:

Your Closed Circuit item disclosing the shameful treatment some NAB delegates received at Atlantic City hotels is a public service. Calculated rudeness and bad hotel manners certainly made the 1947 convention one to be forgotten. We found our "confirmed" reservations to be worthless but unlike others who came from afar we were only 90 miles from home.

Thomas B. Tighe, WJLK
Asbury Park, N. J.

* * *

Concurs in 'Inquirer' Phone Vision Comment

EDITOR, BROADCASTING:

Open Mike in Sept. 8 issue of BROADCASTING included a letter written by Mr. Ted Leitzell of Zenith regarding Mr. McDonald's "box office" for television. While Mr. Leitzell is probably unbiased and actually believes he is championing the "great white hope" of television, he, as well as your many other readers, may find interesting the following which is quoted from an article in *The Philadelphia Inquirer*, dated Aug. 13, 1947, in which I wholeheartedly concur:

"Zenith's experimental television station in Chicago broadcast the blurred picture referred to in McDonald's statement. At a demonstration point, a telephone line carried the missing frequency and straightened out the picture.

"Meanwhile, however, at RCA's Chicago office, at American Television Inc. laboratories, and at WGN-TV, television engineers hooked one tube and a few wires to their television receivers—with a phone line—and brought the Zenith picture in clearly. These engineers assert that any radio amateur can straighten out the blurred Phone Vision picture and thus obviate the necessity of paying the phone company or anyone else for the 'first run movies.'

"The Illinois Bell Telephone Co. was not advised of the experiments Zenith was making. Mr. McDonald did talk with some American

(*Continued on page 63*)

SPORTS COVERAGE?*

Of course!...
50,000 watts of it on WJJD

DAILY

CHICAGO WHITE SOX baseball games

EXCLUSIVE!

Bob Elson

on

BASEBALL

SPONSORED BY
OLD GOLD'S AND WALGREEN'S

BOB ELSON, America's leading baseball announcer, follows the fortunes of the Chicago White Sox and the other thrilling developments in the American league pennant race.

And each night at 6:00 P.M. BOB ELSON conducts the *first* major sports review of the evening. (Sponsored by Ambrosia Brewery)

SUNDAYS

CHICAGO CARDINALS PROFESSIONAL football games

EXCLUSIVE!

Jack Brickhouse

on

PROFESSIONAL FOOTBALL

SPONSORED BY
THE ATLAS BREWING CO.

JACK BRICKHOUSE, one of the midwest's youngest sports announcers, will cover all National Professional Football League games of the Chicago Cardinals . . . The Cardinals . . . with their "dream backfield" of Trippi, Goldberg, Harder and Christman . . . have been picked as the team to beat this fall.

SATURDAYS

UNIVERSITY OF ILLINOIS COLLEGIATE football schedule

EXCLUSIVE!

"Red" Grange
Bob Elson

on

COLLEGE FOOTBALL

SPONSORED BY
THE ILLINOIS CENTRAL RAILROAD

BOB ELSON and HAROLD "RED" GRANGE, the famed "Galloping Ghost," collaborate to bring an intimate and factual report of the 1947 University of Illinois football games.

BOB ELSON will do the play-by-play and "Red" Grange will supply the color on the outstanding games of the 1947 Rose Bowl Champions.

***for Sports it's the NEW WJJD**

"THE NATION'S NEWEST 50,000 WATT STATION IN CHICAGO"

A MARSHALL FIELD STATION
REPRESENTED NATIONALLY BY AVERY-KNODEL

To Station Owners . . .

To Representatives . . .

To Transcription Companies . . .

Let's Get

SPOT RADIO should have a national organization of its own. This means an association organized for the sole purpose of championing the cause of National Spot Radio.

The cause is worth while. Spot is big business. Its volume this year will exceed $100,000,000. It is growing faster than any other major advertising medium and unquestionably is destined to overtake and pass total annual network volume. If we could remove some of the obstacles and restrictions, a flood of new Spot business would immediately be stimulated.

Spot business is radio's greatest potential. It offers the most productive field for development. National network prospects are limited to the few hundred with national distribution. Spot prospects are numbered by thousands. The advertising registers last year listed more than *fifteen thousand* national advertisers—all Spot Radio prospects.

Here is an abundance of business for new stations and for the older ones feeling the first pinch of new competition. Here is business that nets stations their biggest income and pays them the full card rate—and yet, it has grown like Topsy, without national organization or promotion.

Here is a great opportunity, radio's greatest potential business; and what has been done to date? There has been no united front, no national effort, no protection against competition. Although National Spot pays radio stations the highest rate, it is allotted the least desirable station time. It deserves better time. We don't want more chainbreak time; we need evening hours for programs.

National representatives must be credited for great accomplishments, but they must have the support of a larger and broader national organization, if we realize this opportunity.

Let's get together and form our own National Spot Radio Association. All other major advertising media are organized. American magazines have their *Advertising Bureau* well designed to promote magazine advertising against newspapers and radio. The Outdoor people have united to do a tremendous job in selling outdoor advertising. The American newspaper publishers have their *bureau* to sell newspaper advertising against radio and magazines. Their collective effort presents a national front, fully organized and aggressively strong. And the networks are even more compactly organized to present the features of network advertising. Of all great mediums, National Spot alone is still

t Together!

unorganized. We should identify our competition and recognize our opportunity.

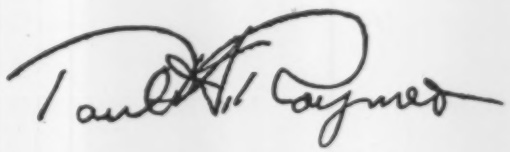
Obviously, Spot Radio is competitive with magazines, newspapers and outdoor. Not quite so obviously, it is basically competitive with the networks and is much more than a nursery or proving ground for network accounts. It must stand on its own feet and must be considered as something more than supplementary. Properly developed, Spot Radio can bring big names and glamor to all national advertisers. Let's have more Ronald Colmans and T. Dorseys. Let's get more Bing Crosbys and P.W.s—but as Spot Radio and at a rate more profitable to the stations.

Membership in a National Spot Radio Association should consist of national representatives, transcription companies, talent, advertisers and radio stations. Radio stations have the chief stake, the most to gain. Such an organization is designed to promote and protect their richest source of income.

Right now, a National Spot Radio Association could accomplish the following:

1. Unite in one common effort stations, representatives, transcription companies and all others whose primary interest is the development of Spot Radio.
2. Advertise, educate, promote Spot Radio's great advantages.
3. Glamorize transcriptions and overcome the slur of "canned music."
4. Secure removal of transcription announcement regulations.
5. Encourage more "big name" recordings.
6. Identify competition.
7. Secure a better share of station's allotted time for Spot business.

I am making this proposal with the hope that it may be constructive. Any thoughts or suggestions you may have on the subject will be most welcome. Most of us are competitive with each other in one way or another, but we do have a common cause and we need a common meeting ground.



Editorial

Atlantic City: Postlude

WAS THE NAB Convention at Atlantic City good or bad? You get mixed reactions. What was accomplished, it is generally felt, was beneficial, but how it was accomplished brings screams of agony from radio's body politic.

Promulgation of the code is on the credit side of the ledger, as things stand now, though you'll hear arguments to the contrary. The sad aspect was that there were about 100 eligible broadcasters present when the all-important resolution mandating the board to act, was voted unanimously. The same went for all other resolutions.

When the nominations of directors-at-large were made, only a smattering of the 1750 eligible voters were present. The audience had dwindled to microscopic size. Broadcasters were busy witnessing the wonderful equipment exhibits, or trying to confirm room reservations, or endeavoring to contact associates through telephones that never seemed to answer, or through messages that didn't get delivered.

After 17 years of NAB convention coverage, and after dispassionately assaying the one just ended, we respectfully suggest:

1. That conventions run a maximum of two days (that's about as long as most delegates can take it).

2. That the agenda be limited to policy and management, with those excellent and informative panels and forums held in conjunction with district meetings where smaller, more intimate groups can really absorb something worthwhile.

3. That there be considered the advisability of separating the equipment exhibits from the convention per se—perhaps holding it at another time, and with an admission price.

There were just too many good sessions too poorly attended at Atlantic City. It was disheartening to speakers who found themselves talking to empty chairs. There were too many distractions. The convention was too BIG.

True, the convention was the best publicized, newswise, of any within our memory. That's a credit to NAB's management and to its public relations direction. That can be accomplished even more effectively with a more compact agenda.

Maybe the answer would be the American Newspaper Publishers Assn. formula—separate meetings of related groups held consecutively at the same time and place each year.

But for the NAB itself, two days of fast-moving top level stuff, we think, would do the job.

DREW PEARSON, who has been subject to so many accusations of inaccurate reporting, did a merry-go-round flyer the other day affecting this journal. He reported that FCC Chairman Charles R. Denny on some unknown date, called on President Truman with a copy of BROADCASTING *in his hand. He described* BROADCASTING *as "mouthpiece of the big radio networks." That isn't true. For the record, the networks do about 40% of radio's gross. They represent less than 10% of* BROADCASTING'S *gross. We wonder how much of Mr. Pearson's gross is represented by his return from a single sponsor over a single network. Or would Mr. Pearson still be talking through his hat?*

Spot Light

LONG OVERDUE is the project of Paul H. Raymer, strongly backed by Edward Petry, to establish a national spot radio organization.

Non-network advertising is an important segment of radio, representing as it does, upwards of 25% of radio's net time sales. It is the vehicle by which advertisers of less-than-network budgets or of limited distribution can utilize radio effectively and with the top calibre talent now provided by leading transcription companies. It is the segment of radio most competitive with other media catering to advertisers of non-network stature.

Mr. Raymer presents some very cogent arguments in favor of an organization which would embrace stations and transcription companies as well as the accredited representatives. Mr. Petry, who was largely responsible for the successful introduction of exclusive representation, certainly has ideas to impart.

It is perhaps too early to anticipate the scope of the proposed organization. There first should be a meeting of the minds. Certainly the representatives and the transcribers have mutual interests looking toward the welfare of their clients—the stations. Certainly there should be greater emphasis upon selling of programs during desirable hours, in tempo with the cooperative programming pace.

Such an organization might get its start under the aegis of the NAB, since leading representatives and transcribers hold associate membership in the overall association. So do the networks. Perhaps it should be a division or a bureau, under NAB auspices. But it should be set up so that, if conflicts develop, it could function independently.

Broadcasters, beginning Feb. 1, will function under the new Standards of Practice Code. The most controversial provisions are those related to commercial time allotments. Who, better than the transcribers, who build the programs, and the representatives who sell them, can do more in keeping commercials within code limitations?

The way to throw greater light on spot, is for those responsible for its welfare to get together.

FMA's Second Year

IN ELECTING Everett L. Dillard, engineer, pioneer FM broadcaster and founder of Continental, FM's first network, as its president, the FM Assn. membership has made an optimum choice.

No arm-waving politico-orator or phrasemaker, Mr. Dillard is one of that stolid school who began in radio while in knickers because he loved it. He was an early disciple of Maj. E. H. Armstrong, FM's inventor. He has plowed back into FM much of the proceeds of his engineering practice. He started Continental to prove a theory—that FM could be networked without landlines.

Mr. Dillard has flanking him, in FMA's second year, Bill Bailey who was reelected executive director. A strong board, headed by Roy Hofheinz, out-going president, is there to back him up. Mr. Bailey has demonstrated marked abilities, and by dint of his verve, drive and enthusiasm has overcome the obstacles of the first tough organizational year.

FMA's main function is to exploit the sale of FM receivers, and expedite the installation of stations. There must be the two ends of the radio circuit before FM can be sold as an integrated medium. A good start has been made. We think that under the astute, clear-headed direction of Everett Dillard, FM Assn. will make long strides toward its goal during the oncoming year.

Our Respects To—

HAROLD CLEMENTS FAIR

THOUGH NAB has no Code Authority, in the old New Deal NRA sense, it has a genuine authority on the code as it prepares to operate under new Standards of Practice. That authority is Harold Fair, one of NAB's newest department heads.

Since joining NAB last April as Director of the Program Dept., he has taken an active part in preparation of the new Standards. Moreover, he has been prominently mentioned in all discussions about who will administer the new code when it becomes effective Feb. 1.

During the coming weeks Mr. Fair will be at the bottom of the funnel into which suggestions for revision of the tentative code are poured. His role will be to sort and analyze these suggestions for presentation to a special board committee which meets in November.

Sights were set high when NAB started looking around last winter for a director to head its newly-formed Program Dept. The job was to be a difficult one, with many facets.

When facets are needed, Harold Fair has them, for he has done just about all the operations around a radio station.

As program director of WHO Des Moines, Mr. Fair has kept the standards of that clear-channel station at a high level, and has been active in WHO's management. NAB needed an authority on music—all kinds of music. Here again the finger pointed toward Des Moines, where Mr. Fair conducted a string symphony and concert band, besides playing a piano and composing occasionally.

Most important, though, NAB needed an idea man who could take over a new and difficult function, involving both programming and participation in operation of a new set of industry standards of practice. Harold Fair knows the commercial end of the business, and is a former chairman of the NAB Program Managers Executive Committee.

The selection of Mr. Fair was so logical that it was inevitable. Would he give up an established role in a prosperous midwestern city for the headaches of a hot seat in Washington?

Interestingly, the challenge offered by NAB's newest project appealed to him. Here was a chance to direct an undertaking of national importance, a chance to help raise industry standards and to ward off the raucous critics.

Mr. Fair's broadcast career parallels the rise and growth of the medium itself. In the period 1921-26, when he was going to Northwestern U. in Chicago and making a good living out of the dance orchestra business, he operated his own outfit. His first broadcast was on the old WDAP, now WGN Chicago, in 1921. His

(*Continued on page 50*)

TAKE THE GUESS OUT OF BUYING WITH WOV'S *5 Audited Audiences*

IT ALL DEPENDS WHAT YOU'RE AFTER. WOV'S continuing market studies give you specific market information on each of 5 Audited Audiences...age, sex, income, likes and dislikes, buying power and buying habits—real information that opens the door to known individuals.

WOV'S Pantry Survey, just completed, tells you where you and your competitors stand in the New York buying market. Are you getting your share? Do New Yorkers buy what you make—what you sell? This WOV study shows what you have done, what you can do to get a larger share of the largest retail buying market in the world.

Get the facts on 5 Audited Audiences today. A WOV salesman will give you specific market information that will help you to... *"Take the guess out of buying."*

★ WAKE UP NEW YORK *with Bill Williams*

★ 1280 CLUB *with Fred Robbins*

★ BAND PARADE *with Bill Gordon*

★ PRAIRIE STARS *with Rosalie Allen*

★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *More than the combined population of St. Louis and Kansas City.*

WOV
NEW YORK

Ralph N. Weil, General Manager • John E. Pearson Co., National Representative

Station Managers

(*Continued from page 40*)

minute programs, distributed any way the station desires. Mr. Hardy urged quick adoption of the code and urged that members notify the board of their recommendations.

Ted Cott, WNEW New York, who had stirred the Tuesday discussion with a claim that independents were neglected, read a "declaration of the independents" but stressed that these stations, though not acting as a unit because of diversified interests, want a code that considers their problems.

Language Problems

Foreign language stations offer a special problem, he said, pointing out that it takes 25% longer to read an announcement in Italian, for example. He asked if a free commercial to the owner of rented studio quarters would constitute a commercial under the double-spotting ban.

Mr. Cott said he had lacked time to draft new code provisions but his group desired to test a scheduling formula before submitting it to the board. He favored naming of a Code Advisory Board as sole interpretive agency as a means of attaining uniformity.

Martin D. Wickett, KING Seattle, felt the code should specify 3-minute limit on commercials but with the addition of language governing their quality. He asked when the code would take effect, if adopted, with Mr. Swezey replying that the board has sole power over this phase.

Morris Novick, Unity Broadcasting Co., said the code fails to consider the rights of labor unions, who want the right to dramatize broadcasts of a political or controversial type. He saw danger in allocation of less desirable air time to political candidates.

Mr. Outler, speaking for the code drafters, said the ban on such dramatizations was designed to insure emphasis of the actual issues rather than to turn these broadcasts into a "three-ring circus."

Harold H. Meyer, WSTC Stamford, Conn., argued that the code can involve no censorship.

Edward O. Breen, KVFD Fort Dodge, Ia., active in the Tuesday debate, asked how to specify what portion of a farm cooperative program constitutes actual commercial. The code assumes all commercials are an evil, he charged. Judge Miller interrupted to say that advertising is a definite service to the public.

'Not Specilc'

Gustav Brandborg, KVOO Tulsa, sought reasonable freedom in presenting programs and favored the ban on dramatization of public issues. He said the definition of "broadcaster" in the section covering news originations is not specific.

Victor C. Diehm, WAZL Hazleton, Pa., asked the convention to endorse the work of the standards and program committees. He cautioned that the listener doesn't stop to analyze a program to determine if it originates at a network or independent station, but merely likes it or tunes it out.

John F. Patt, WGAR Cleveland, active in NAB affairs during most of its 25-year existence, warned that if broadcasters left Atlantic City without taking affirmative action, they would invite serious criticism. "We gave the board power a year ago to adopt a code," he said. "The board is representative of all sections of the industry. It can do the job if we give them our blessing." He proposed a resolution to that effect, which was turned over to the Resolutions Committee.

Objects to Resolutions

Fred Fletcher, WRAL Raleigh, objected to specific restrictions on spot announcements and newscasts. He too called for adoption of a code and suggested a referendum vote prior to adoption. Judge Miller reminded that such action would require reconsideration of the by-laws, a difficult procedure.

Walter Windsor, WDVA Danville, Va., said much of the code language is too vague. He proposed new language confining solicitation of funds on commercial religious programs to the voice of the station announcer, limited to time before or after the program itself.

The sports section, he argued, should prevent announcement of odds before and after an event, and should apply to elections and public events inviting gambling. He asked middle commercials on news programs of more than 10 minutes. Day and night commercial time limits should be the same, he felt. He questioned a ban against reducing agents while laxatives and deodorants are acceptable, if in good taste. Mr. Windsor offered a resolution endorsing broad terms and voluntary observance of the code as now written, pending a final draft.

Thomas G. Tinsley Jr., WITH Baltimore, opposed cutting 1-minute commercials on the ground it would weaken the local advertising structure. He favored more commercial time than the code now permits, and asked quick adoption of the standards.

Theodore C. Streibert, WOR New York, regretted the attitude of independents in the discussion, but said the commercial provisions hit the 50-kw major market station originating network programs as hard as the independents. He contended the double-spotting clause should not cover service (weather, time, etc.) announcements. He proposed that multi-sponsor provisions be referred to an administrative agency for later rulings.

The board should adopt the major portion of the code at this time, with later rulings on some paragraphs. All provisions should be open to change, he concluded.

William E. Ware, KSWI Council Bluffs, Ia., and E. C. Obrist, WPEN Philadelphia, closed the floor discussion. Mr. Obrist said he would like to know if he can live up to the code before voting on it.

Mr. Swezey thanked delegates for their suggestions and criticism. He conceded it had been a mistake not to have more independents on the committee. The job was tough, and still is, he said. "You can't swallow it without chewing it a little," he said. "Send in your criticism." He closed with a strong promise there will be no "railroading."

Mr. Jones said the whole code preparation and discussion demonstrated Judge Miller's impartiality, knowledge of industry problems and leadership.

TWO-HOUR BRIEFING session marked unveiling of proposed NAB Standards of Practice. Briefers (l to r, seated): NAB President Justin Miller; Harold Fair, NAB program director; Robert D. Swezey, MBS vice president and general manager, chairman of standards group; Gilmore N. Nunn, WLAP Lexington, Ky., Public Relations Committee chairman; Merle Jones, WCCO Minneapolis, chairman of Program Executive Committee; standing—Robert K. Richards, NAB director of Public Relations; A. D. Willard Jr., NAB executive vice president.

Canadian Video Exhibit Attracts Large Crowds

OTTAWA residents turned out in full force last month to view the television demonstration staged by Television Projects, Inc., Newark, N. J., for the A. J. Freiman, Ltd., department store in Ottawa.

The demonstration was part of the Central Canada Exhibition in Ottawa from Aug. 18 to 23 and was attended by 324,192 persons. Four shows of 20 minutes' duration were given each afternoon and four each evening with the programming divided between entertainment and merchandise demonstrations.

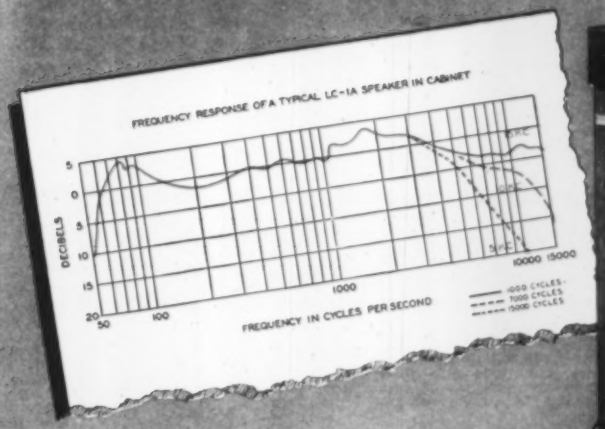
PATTERN FOR THE FUTURE

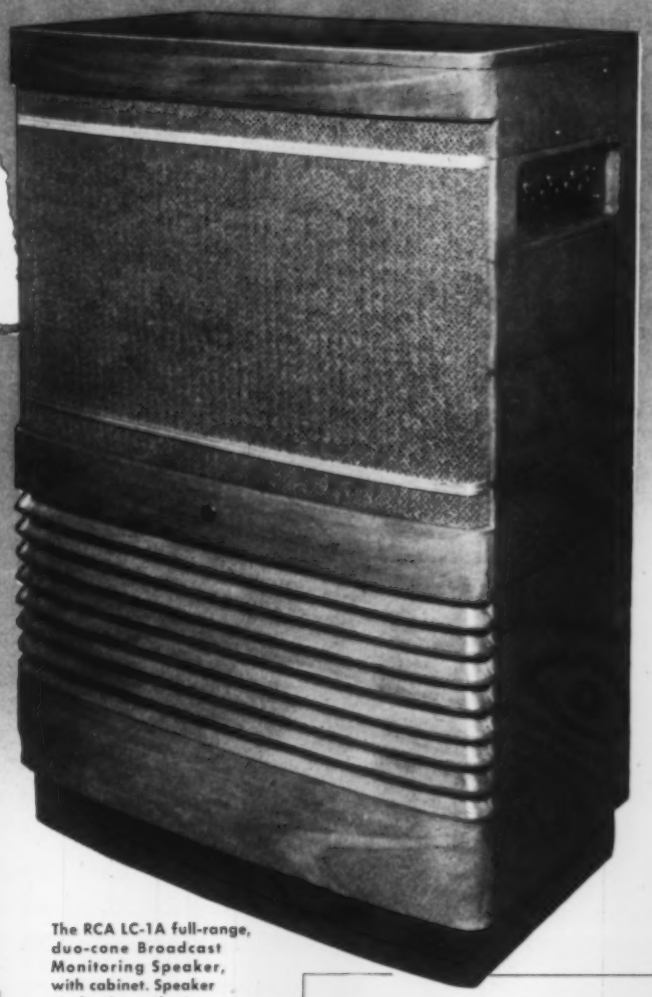
REL'S FM NETWORK EQUIPMENT WAS USED BY MAJOR E. H. ARMSTRONG AT HIS EPIC DEMONSTRATION OF FM BROADCASTING ON SEPT. 17 AT THE AMBASSADOR IN ATLANTIC CITY. THIS TTL EQUIPMENT, USED WITH 6 REL TRANSMITTERS IN THE BOSTON TO ATLANTIC CITY RELAY CHAIN MAY BE SEEN AT THE REL PLANT.

Radio Engineering Laboratories, Inc.

34-35-36th Street

Long Island City, New York





At last!

True FM response

. . . with the new RCA LC-1A Duo-Cone Speaker

The RCA LC-1A full-range, duo-cone Broadcast Monitoring Speaker, with cabinet. Speaker mechanism only, is type MI-11411.

The RCA LC-1A speaker is expressly designed for monitoring FM programs and high-fidelity recordings in broadcast stations. Its response is exceptionally free from distortion—over the full FM range. Read these highlights:

Uniform response, 50 to 15,000 cycles. Audio measurements prove RCA's new speaker free from resonant peaks, harmonic and transient distortion . . . *at all usable volume levels.*

120 degrees radiation at 15,000 cycles! The LC-1A is unique in its ability to project a wide cone of radiation through a constant angle of 120 degrees. And frequency response is uniform throughout! Advantages: It eliminates the familiar sharp peak of high-frequency response usually present in other systems. And exact location of the LC-1A in control or listening rooms *is not critical.*

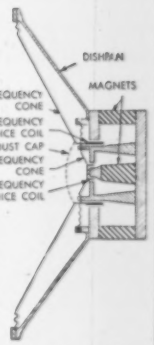
Remarkably smooth crossover-response. Both cones are mounted on the same axis and have the same flare angle to place their surfaces in line. Thus the possibility of undesirable interference between H-F and L-F units over the crossover range is eliminated.

Controlled "roll-off" at 5 and 10 kc. Because of the LC-1A's exceptional high-frequency response, the surface noise and high-frequency distortion present in many recordings is accentuated. Therefore, a panel-mounted switch is provided to control and restrict the LC-1A's high-frequency range for this type of program material (see response curve).

Two fine bass-reflex cabinets (optional) are designed to match the LC-1A speaker. One is finished in the familiar RCA two-tone gray for control-room use. The other . . . in bleached walnut, is suitable for executive offices and modern surroundings.

For prices and further details on the LC-1A speaker . . . now in production, write Dept. 19-I

DETAILS OF RCA DUO-CONE DESIGN



Two individually actuated cones are mounted on the same axis and flare angle, with a specially designed heavy Alnico magnet of high flux density. The high-frequency unit is a 2⅝" cone with an exceptionally low-mass aluminum voice coil. This cone follows out the shallow angle of the larger cone to radiate a pattern at full power over an area of 120 degrees at 15,000 cycles! The low-frequency unit has a massive 15" diaphragm with a high-mass voice coil of large diameter. Its resonant frequency, only 35 cycles . . . with true bass response at all volume levels.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Legion Commander Praises NBC Action Banning Early Evening Crime Stories

PRAISE for NBC's ban on crime story broadcasts in the early evening hours was sounded Sept. 18 at an NAB luncheon in Convention Hall, Atlantic City, by James F. O'Neil, National Commander of the American Legion.

In a speech in which he outlined the importance of radio in the preservation of freedom and democracy, he asserted that radio can also do a big job to solve what he considered the country's biggest domestic problem—juvenile delinquency.

"In recent years," he said, "I have had personal experience with hundreds of young law-breakers whose conduct was directly traceable to impressions made by dime novel thrillers or by radio crime dramas, or by adventure type of movies.

"Many youngsters spend a good part of the day with ears glued to the radio. They lack the mental capacity to distinguish between good and evil. They need protection against indiscriminate servings of both."

He emphasized that the Legion did not wish to provide such protection by censorship. "It has, however, strongly urged broadcasters and sponsors of radio programs to take it upon themselves to bar any entertainment which might foster disrespect for authority or glamorize violations of law," he said, adding, "personally, I am very happy that NBC stations have taken the lead in eliminating this type of program from the children's hours. This is a step in keeping with the highest concepts of the ideals of radio broadcasting."

He lauded the cooperation broadcasters have given the Legion's over-all youth betterment program. He said 1,060 radio stations are airing weekly programs prepared by the Legion in the public interest. Radio's own campaign against juvenile delinquency, he said, is "writing off" juvenile delinquency as a major threat.

"Radio is ideally situated to stem-wind a nationwide drive at the community level," he declared. "Broadcasting is equipped as no other medium to arouse public awareness of the danger inherent in our mounting juvenile crime problem."

He also inveighed against "paid peddlers of Communism" and asserted it is the responsibility of people in charge of public expression mediums "to give these plotters the bum's rush they deserve." He said 26 pro-Soviet news commentators were recently put off the air, but that a remarkably high percentage of them turned up as members of "packaged" lecture groups touring the country.

All the problems having to do with Russia present a great challenge to the radio and press, he said. These information services must supply the facts. By so doing, they would be strengthening America's freedoms, he said.

Judge Justin Miller, NAB president, who introduced Mr. O'Neil, told the Legion commander on conclusion of his address, that the NAB would make every effort to cooperate with the Legion and its program.

ONE OF FIRST Westinghouse receivers (1921 vintage) is held by Charles (Bud) Lutz, manager of KYFM, *San Antonio Express* and *San Antonio Evening News* FM station, as Ruby Nestor, of Hondo, Tex., listens with earphone. Also shown is the new Westinghouse AM-FM receiver, which sells for $99.95, considerably less than the total cost of the 1921 one-tuber—$89.95 without batteries, tube antenna and speaker which made total cost about $139.

Respects

(*Continued from page 46*)

band was heard frequently on Chicago stations. After several good seasons, he disbanded the orchestra to join Gene Goldkett's group as pianist and arranger. Later he moved to Benson's Victor orchestra, then Fred Hamm's, with two seasons spent in vaudeville.

A minor interlude in 1927, when he jumped in a flivver and headed West with a pal, was interrupted in Council Bluffs, his home town, when his fellow roamer had to stop for a hasty appendectomy. On duty in the hospital was Nurse Ruth Gregerson, whose charm capivated Wanderer Fair and halted all thoughts of Hollywood. She soon became Mrs. Fair.

In 1929 Mr. Fair returned to Council Bluffs to become an announcer at KOIL Omaha. Staying there a year, he returned to Chicago where he joined WBBM. Next stop was Buffalo in 1931 where he became general manager of WBEN and served as associate conductor of the Buffalo Symphony.

Again Chicago called and he became production manager of the CBS office. Bozell & Jacobs, Omaha, had an opening, and he was selected to head the agency's radio department. That led to the program directorship of WHO, a position that grew in importance with development of the station and the industry.

Many times when tough jobs have arisen in the industry Harold Fair has been called to help. Typical example is that of the retail advertising clinic undertaken in 1945 by NAB and Joskes of Texas. The idea of tieing-in all San Antonio stations created new problems in retail programming and technique. Mr. Fair went to San Antonio at NAB's request as program adviser on the Joske clinic.

Now he faces the most important undertaking in his career. All broadcasting will watch his work as he starts from scratch to develop a new industry service.

Mr. Fair, who was born July 2, 1903, in Iowa, is a member of Des Moines Club, Des Moines Advertising Club (a former president), Wakonda Country Club in Des Moines, Phi Delta Theta fraternity. In his spare time he fashions intricate ship models from wood and he also composes. One of his melodies, "On the Sea of Sleep," a lullaby, has just been published by BMI.

MANAGEMENT

JULIAN SCHWARTZ, assistant manager of WSTC Stamford, Conn., has been named general manager of that station, succeeding **HAROLD H. MEYER**, who has resigned to become manager of WRWR Albany. Mr. Schwartz joined WSTC in 1942 as news editor and was appointed assistant general manager in 1943.

WILLIAM R. CLINE, former sales manager of WLS Chicago, who Sept. 8 joined WCAR Pontiac, as station manager, announced his resignation Sept. 13 "for reasons of difference over policy." Mr. Cline has not announced future plans.

H. R. HURD, former general manager of KFJB Marshalltown, Iowa, has been named general manager of KSFH, new FM station owned by Pacific Broadcasting Co. and slated to begin operations in October at San Francisco. Mr. Hurd, a Navy veteran, has been in radio since 1940, working for stations in Minnesota, South Dakota and Iowa. He had been general manager of KFJB for past two years.

Mr. Hurd

EMLYN GRIFFITH, assistant director of radio division of Rome Sentinel Co. and in charge of WRUN-FM Utica-Rome, N. Y., has resigned to enter Law School at Cornell U., Ithaca, N. Y.

LOUIS LINGER, formerly with WMFT Florence, Ala., is now manager of WJJM Lewisburg, Tenn.

TOM JOHNSON, formerly with KFMJ Tulsa, has been appointed general manager of KBYE Oklahoma City, effective Oct. 1. Mr. Johnson previously was with KOMA and KTOK, both of Oklahoma City.

Mr. Johnson

AMON G. CARTER, president of WBAP Fort Worth, and Mrs. Minnie Meacham Smith were married Sept. 16.

ROBERT B. TABER, program director and record m.c. of WFEB Sylacauga, Ala., has been appointed general manager of that station.

C. L. THOMAS, general manager for KXOK St. Louis, has been elected to a two-year term on the St. Louis Adv. Club board of governors.

SENATOR JACOB NICOL, president of CHLT Sherbrooke, and CHLN Three Rivers, Que., as well as four French language dailies, is being awarded the French Legion of Honor by the French Government. French Embassy at Ottawa has announced.

JOHN HUNT, manager of CKMO Vancouver, is reported to be leaving the station at end of September. Successor has not yet been named.

J. E. CAMPEAU has been appointed president of CKLW Windsor-Detroit, where he was until recently vice president as well as general manager, a post he retains.

FRANK STANTON, CBS president, has been elected a Fellow of the American Assn. for the Advancement of Science. He received notice of his elevation last week in a letter from the AAAS which said the fellowship came "in recognition of your standing as a scientist."

HENRY GERSTENKORN, assistant general manager of Don Lee Broadcasting System, Hollywood, and his wife are in New Orleans for two weeks and will visit in Cleburne, Tex., before returning to California.

GENE O'FALLON, manager of KFEL Denver, has been appointed by Governor Knous of Colorado as a member of "National Employ the Physically Handicapped Week" committee (Oct. 5-11).

Proud Papas

THREE FATHERS caused a lot of cigar smoke around CBS Hollywood recently. All on the same day, Sept. 12, Bill Shaw, account executive, fathered a son; Bob Breckner, network sales and service, acquired a daughter as did Norm MacDonnel, assistant director.

Electric Range Sales

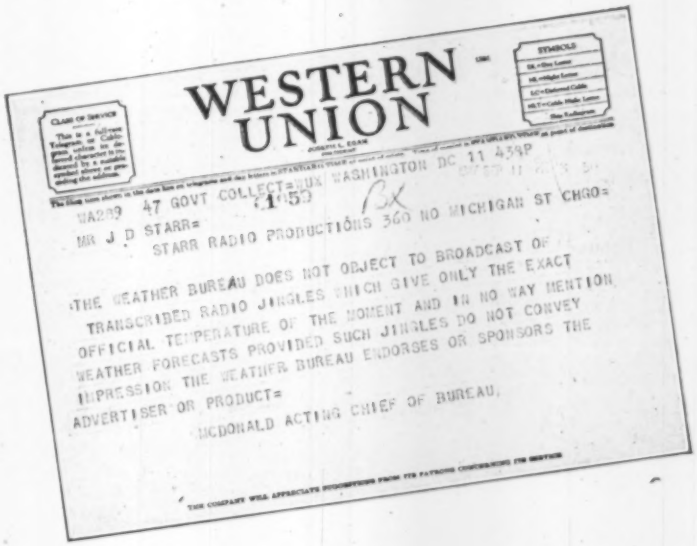
ARTICLE on use of radio advertising for furniture and home furnishings [BROADCASTING, Sept. 15] erroneously reported manufacturers' sales of electric ranges as totaling 388,162 units in 1946. Correct figure is 551,507. The other figure represented domestic sales of distributors and dealers only. Larger figure represents combined sales of leading manufacturers as reported to National Electrical Manufacturers Assn.

ART LINKLETTER, m.c. of CBS "House Party" and NBC "People Are Funny," is the author of book by latter title, published by Doubleday & Co., and released to bookstands and stores Sept. 25. With foreword by Bing Crosby, book contains anecdotes and experiences during Mr. Linkletter's years in radio.

"TEMPERATUNES"

(Transcribed Temperature Jingles)

Meet the Strict Requirements of U. S. Weather Bureau



WESTERN UNION

WA289 47 GOVT COLLECT=UX WASHINGTON DC 11 459P

MR J D STARR= STARR RADIO PRODUCTIONS 360 NO MICHIGAN ST CHRO=

THE WEATHER BUREAU DOES NOT OBJECT TO BROADCAST OF TRANSCRIBED RADIO JINGLES WHICH GIVE ONLY THE EXACT OFFICIAL TEMPERATURE OF THE MOMENT AND IN NO WAY MENTION WEATHER FORECASTS PROVIDED SUCH JINGLES DO NOT CONVEY IMPRESSION THE WEATHER BUREAU ENDORSES OR SPONSORS THE ADVERTISER OR PRODUCT=

MCDONALD ACTING CHIEF OF BUREAU.

A number of radio stations have recently asked us if "TEMPERATUNES" are subject to #117 (Criminal Code, Section 61)—"Counterfeiting Weather Forecasts". This telegram from Mr. McDonald, Acting Chief of Bureau, clearly answers that question. To combine temperature and weather forecast, have the announcer give the official weather forecast following the "TEMPERATUNE" Jingle, exactly as released by the Weather Bureau.

TEMPERATUNES give the exact temperature in a 14 second tuneful, humorous jingle—a different jingle for each degree, from 30 below to 110 above—140 different jingles in all. That's why this feature always attracts the listeners' attention, every time it's put on the air. TEMPERATUNES have done an outstanding job for advertisers in many different classifications . . . not only for such products as Ice, Soft Drinks and Beer, but for Bakeries, Furniture Stores, Auto Accessories, and many other business classifications.

If you don't have TEMPERATUNES on your station now, you are missing a sure-fire bet. Write or wire for detailed information on how to get this top-notch feature on an exclusive basis for your city.

The Merchandising Division of The National Research Bureau, Inc., is sales representative for radio transcription of proved merit. Our sales force can carry a limited number of additional transcriptions. We invite inquiries.

The National Research Bureau, Inc.

415 N. Dearborn

Chicago, 10, Illinois

WOC

"WOC's FALL schedule keeps us listening!"

QUAD Cities

DAVENPORT, ROCK ISLAND
MOLINE, EAST MOLINE

Only WOC delivers satisfactory year-round NBC service to the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. Approximately 218,000 people work and live here . . . make it the 40th retail market in the nation.

5,000 Watts, 1420 Kc.
Basic NBC Affiliate

B. J. Palmer, President
Buryl Lottridge, Manager

WOC

WOC-FM

DAVENPORT, IOWA

National Representatives:
FREE & PETERS, Inc.

PROGRAM FILLER for Southwestern football fans titled "Southwestern Football Preview" started Sept. 20 on WBAP Fort Worth and the Texas Quality Network. Program precedes college game carried by TQN each Saturday, and is sponsored by U. S. Fourth Army. Format includes interviews with name football personalities, behind-the-dressing-room-door features, latest sports news from Southwest and band music. Among sports commentators heard on the show are Hal Bakke, WBAP; Pat Flaherty, KPRC Houston; Jerry Lee, WOAI San Antonio.

Five Strikes—You're Out

REQUEST RECORD show with a new twist is heard on WLOS Asheville, N. C., and titled "Do You or Don't You." All tunes that are requested are played, but if a tune comes up that usually gets played to death, then judgement is passed by Bob Morrow, m.c. When five letters or cards have been honored for a single tune, the song is put on the "black list" for a week, during which time it is not played on any record show on the station. Program becomes an audience party once a week when all listeners are invited to the studio to choose the music, introduce tunes over the air and join in the party.

Use Three Facilities

MUSICAL SHOW starring Joe Maggio and titled "Musical Merry-Go-Round," which is heard on KIDO Boise, Idaho, spread its coverage Sept. 12 when it was presented simultaneously on AM, FM and television. Show was televised by RCA-Victor Television Caravan and broadcast simultaneously on KIDO and KIDO-FM. Guests of the day's program were Lee Wiley, songstress, and Jess Stacey, swing pianist.

Dressing Contest

OPENING OF SCHOOL has inspired a new feature on the morning show over WOL Washington, conducted by Mike Hunnicutt. Mr. Hunnicutt now presents a dressing contest designed to help parents rouse their children in time for school. Promptly at 7:45 a.m. every morning, Mr. Hunnicutt invites his young listeners to hop out of bed, giving them five minutes to get dressed. At the appointed time, he plays a minute and a half of music, then stops to count (by use of vivid imagination) the children who are dressed. For those who aren't dressed on time, he has decreed extra bowls of cereal for them all week, and for teen-agers, there will be no dating allowed under the "rules." Children are asked to send in clippings, pictures, stories or poems, with the most unusual ones being awarded prizes each week.

Artistic Entries

PICKING the most popular tune of the week has been complicated somewhat in a contest conducted on WLAW Lawrence, Mass. on its "Pickahit" program. Entrants are judged not only on the tune they submit but also on the originality of the form used in sending in the entry. Prizes are awarded weekly to listeners who pick the most popular tunes of the week and submit the choices in the most original forms. Station reports that entries have been received done in needlework, trick typing, crayon painting and many other specimens of arts and crafts.

WMPS Boosts Power

WMPS, outlet on 680 kc at Memphis, began operation with increased power of 10 kw daytime and 5 kw night on Sept. 21. Station, according to Harold R. Krelstein, vice president and general manager, has spent $250,000 on its new, streamlined plant. An additional $50,000 is to be spent in a 30-day promotional campaign in connection with the changeover to higher power. WMPS is owned by Plough Inc. (St. Joseph aspirin, Penetro nose drops).

WVAW (FM) Begins

WVAW, new FM outlet in Cheviot, Ohio, was scheduled to take the air last Monday (Sept. 22), operating from 8 a.m. to 12 noon daily on Channel 244, 96.7 mc. As soon as local channel interference has been cleared and FCC approval is obtained, the station plans to broadcast from 3-9 p.m. daily.

PROGRAMS

Adjustment of Immigrants

ADJUSTMENT of Canada's 1947 immigrants into the Canadian life is discussed on new weekly program on CBC Trans-Canada Network, originating from CBL Toronto. Titled "Family Album," program presents word pictures by social service workers on how war brides and other European newcommers are fitting into the national life.

High School Forum

WEEKLY high school discussion program "Forum for Youth," is to be resumed Oct. 1 for the second year on WLEF Grand Rapids, Mich. Broadcasts will originate each Wednesday from different high school, to be recorded during a general assembly and rebroadcast at 9 p.m. Participants will be drawn from school's speech and government classes. Programs are prepared in cooperation with Grand Rapids Parent-Teacher Assn. Council.

'Bible Quiz'

RELIGIOUS QUIZ program titled "Bible Quiz" is aired on KMOX St. Louis each Sunday, 8:30-9 a.m. Program features six students of church organizations on each broadcast, who are scored on their answers to biblical questions on their own denomination. Contestants on each program are from the same faith but from different churches. Student giving best answers is given a cash donation to the church the contestant represents.

News Story Background

CITY EDITOR of a Chicago metropolitan newspaper is featured in new show aired on WIND Chicago, Sun., 7:15 7:25 p.m. Titled "The City Editor Speaks," program presents Harry Reutlinger of Chicago Herald-American with comments on background of famous story "breaks" as well as inside previews of items scheduled for assignments forthcoming week, as culled from his notebook. Sponsor is Gibby's Inc., restaurant owners, with contract running 13 weeks with option.

Aid to Students

TO BETTER acquaint listeners with needs of students attending Oregon State College, KRUL Corvallis has started series of public service programs. "House a Vet." Broadcasts consist of interviews with students and are designed to aid in housing the record number of 8,000 enrollees.

Record Promoters

RECORD CONTACT men will be featured on new segment of Ross Mulholland's record show over WXYZ Detroit, beginning Oct. 1. Each Monday Mr. Mulholland will turn over one-half hour of his show to Detroit's leading record promoters with each plugging his company's newest release. Represented will be such companies as Capitol, Mercury, Columbia, MGM, Victor and Signature. Thus, listeners will hear from the men who push the records as well as the man who spins them.

Showcase

PLANS are underway at WWDC Washington, for a "radio showcase" program that will feature shows from stations throughout the country and thus familiarize WWDC's listeners with the types of programs heard elsewhere. Some stations will prepare special programs for the "radio showcase" and some will send one of the programs which they consider their best. Program, as yet not titled, will be scheduled as soon as WWDC hears from a representative group of stations throughout the country.

Merchants Interviewed

INTERVIEWS with local merchants in reference to their business and personal life constitute new series titled "Meet Your Merchant" heard on WFNS Burlington, N. C. Aired Mon., Wed., Fri., at 10 a.m., wire recorder is used for interviews which cover such topics as when business was established, growth, what store has to offer, and background of merchant's life. As promotion angle, station presents each merchant with a recording of the show.

University Forum

PROBLEMS of universal concern will be discussed by national and international authorities on "University of Pennsylvania Forum" to be heard on WCAU Philadelphia, Sun. 1-1:30 p.m., beginning Oct. 5. Program will be presented jointly by WCAU and U. of Pennsylvania, and will originate on the college campus. Dr. E. Sculley Bradley, professor of English, and Dr. Edgar B. Cale, professor of political science, will share moderating duties on the panel. Series will run for 39 weeks. Arrangements have been made to broadcast some of the "Forum" programs over CBS.

Preview Show

HIGHLIGHTS of forthcoming ABC shows are featured on series of six weekly programs titled "Wednesday Preview" heard on WENR Chicago. Aired Mon. 9:15-9:30 p.m. (CDST), show is built around situation involving June Merrill and Jack Lester, who are pictured as two typical listeners. Preview is intended as buildup for network's array of Wednesday night programs, and is produced by Maurice Murray and written by William Adams. Stars heard on the program include those of ABC shows, such of Bing Crosby, Abbott & Costello, Henry Morgan, Lionel Barrymore, etc.

Anniversary Show

THREE-HOUR show in celebration of the first anniversary of the "Don Bell Show" on KRNT Des Moines, was staged by that station Sept. 13. Listeners were invited to the studios to participate in the show and to share in the coffee, orangeade and doughnuts. Station reports that the studios were jammed for the full three hours. Congratulatory transcriptions from several network stars were played during the show and Rush Hughes, well known record m.c. of KXOK St. Louis, made a personal appearance on the show. Telegraphed congratulations were received from scores of recording artists and radio stars, station reports.

Promotes Worthy Cause

DURING THE 1947 football season, WKY Oklahoma City will devote its football broadcasts to public service programming. Three night games are scheduled and WKY plans to cancel both network and local commercials in order to promote such worthy causes as the Community Chest, Red Cross, cancer, infantile paralysis, safety, etc. All games played by Oklahoma A & M College will be broadcast over WKY.

'Prep Parade'

PRE-FOOTBALL game broadcasts titled "Prep Parade" are heard over WKBZ Muskegon, Mich. every Thursday night during the football season. Format of the show contains choral groups from various high schools, sport news on the local football picture, interviews with a leading sports personality, and a brief presentation of high school news by two high school students. Each week during the football season WKBZ will salute a different high school.

New Sports Features

TWO SPORTS features have been added to the fall football coverage by WJBK Detroit. First is an especially recorded ten-minute interview with U. of Detroit football stars of yester-years titled "Titan Greats." This precedes each play-by-play broadcast of the U. of Detroit games. Immediately following each game, Clay Dopp, assistant sports director, offers a quarter-hour of football predictions, results, and chatter. Titled "Football Roundup," it presents forecasts of coming games, inserting interesting highlights on the players, coaches and teams that will sparkle the nation's gridirons.

REMEMBER – I'M NOT FIREPROOF!

TWO THOUSAND CHILDREN—UNDER 5—WERE BURNED TO DEATH LAST YEAR! Many more will carry the disfiguring scars of fire through life.

Shock has followed shock over the nation—as one horrible fire disaster has followed another. And the rate of death and destruction continues to rise.

Can anything be done to stop it? The President of the United States thinks so. He has marshalled the nation's leading fire safety experts in an all-out war against this serious menace to our national well-being and economy.

Responsibility for improved laws and building codes, fire prevention education, modernized fire-fighting services, building regulations, must be accepted by highest state and municipal officials.

The action and support must come from every citizen in local communities—from *you*, whose lives and welfare are in constant danger.

Remember—fire strikes with the force of war. It must be feared and dealt with as an enemy with the power to kill and destroy.

★ ★ ★

TAKE THIS ACTION NOW! To help you protect yourself and your community, write today for a free copy of "The Action Program." Address: The President's Conference on Fire Prevention, Washington, D. C.

"SAFETY from fire should not be a topic for discussion one or two weeks of the year. It is definitely a year-round public responsibility. We in the Federal Government can give aid within the framework of existing agencies. The impetus must come from the states and from every community and every individual in the land."

Harry Truman

This statement is one of a series published by the member companies of The National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

OGDEN, UTAH, HAS NEW AM AND FM FACILITIES

KOPP, new Ogden, Utah, 1-kw daytime outlet on 730 kc, and its FM affiliate, KOPP-FM, were scheduled to start operations yesterday (Sept. 28). The FM station, using channel 280 (103.9 mc), is programmed from 7 a.m.-10 p.m. (MST) and operates simultaneously with KOPP until sundown.

Owner and general manager of the new facilities is James B. Littlejohn. A member of the Radio Technical Planning Board, Mr. Littlejohn engineered the radio system used by the Utah State Highway Patrol, which incorporates both AM and FM.

Eddie Denkema, a veteran of 17 years in radio in the West and Midwest, has been named assistant manager and will have charge of sales, programming and production. On the sales staff under Mr. Denkema will be F. R. Conroy Jr. and Alex Adams.

Robert Sevy has been appointed chief engineer. Members of the announcing staff include Cliff Owen, chief announcer, Gil Henry, Forrest Kyle and Mary Barber.

Homer Griffith Inc. has been named national representative.

CKAC Montreal, in keeping with its 25th anniversary, was scheduled to go on the air 24 hours daily starting Sept. 27, Phil Lalonde, general manager, announced.

Commercial

MORTON BASSETT, formerly in charge of spot and network time-buying at Morse International, New York, has been appointed station service manager for John Blair & Co., effective Oct. 1. He will operate from New York and will assist the New York sales staff in interpreting sales problems of Blair-represented stations from timebuyers' point of view.

LYNN MORROW, sales promotion and publicity manager for WBZ-WBZA Boston-Springfield, has been appointed assistant sales manager. Mr. Morrow formerly was with KDKA Pittsburgh, joining WBZ-WBZA in 1945.

EDWARD HUTSON, former manager of KAWT Douglas, Ariz., has been named account executive of KEEN San Jose, Calif. **WILLIAM EILERS,** formerly of KJBS San Francisco, has also joined KEEN sales staff.

EDWARD R. HITZ, former assistant eastern sales manager of NBC, has been appointed assistant director of network sales. He joined NBC in 1928 as a salesman and in 1940 was made assistant to vice president in charge of sales. Last year he was named assistant eastern sales manager. Prior to joining NBC Mr. Hitz sold advertising for the New York Daily News.

JEAN WAGNER, receptionist at WEAM Arlington, Va., has been promoted to traffic department.

WALTER BURTON, formerly with Nashville Tennessean newspaper, has joined sales staff of WGVA Geneva, N. Y.

STANLEY G. BREYER, commercial manager of KJBS San Francisco, is in charge of the radio section of the Adv. Campaigns and Media course of the Golden Gate College School of Adv., sponsored by the San Francisco Adv. Club.

ARNOLD JOHNSON, assistant manager of NBC Central Division's sales service department, has adopted a seven-month old girl, Diana Lyn.

A. M. QUINN, secretary-treasurer of Don Lee Broadcasting System, Hollywood, is in New York for two weeks on network business.

GROVER CLEVELAND HAINES Jr., formerly with T. R. Bauerle Adv., Chicago, has joined KLX Oakland, Calif., as account executive.

NELSON BLAIR, new to radio, has joined sales staff of H. N. Stovin & Co., Toronto, station representative, replacing **VIN DITTMER,** who has joined Youth Publications, Toronto, to do radio work for that organization.

HARRY McLAY, of sales staff of CHEX Peterborough, Ont., has been appointed commercial manager of CKGB Timmins, Ont.

THE KATZ AGENCY has been appointed as exclusive national representative of WMMN Fairmont, W. Va., effective Oct. 15. Station now is represented by **JOHN BLAIR & Co.**

ROBERT H. DILLARD, formerly with advertising department of Muskegon Chronicle and Grand Rapids Herald, has joined sales staff of WKBZ Muskegon, Mich.

PETE CARNEGIE, formerly of CJKL Kirkland Lake, Ont., has been transferred to sales staff of CHEX Peterborough, Ont.

EDWARD McCANN has returned to the WTAG Worcester, Mass. sales force after an absence of eight months.

WALDO HOLDEN, former commercial manager of CKRC Winnipeg, and CKEY Toronto, has been appointed sales manager of CFRB Toronto.

Leaves WQQW

MORT NUSBAUM, since April commercial manager of WQQW Washington, has resigned. In radio for 13 years, Mr. Nusbaum formerly had been national radio director of 20th Century-Fox and prior to that was station manager of WSAY Rochester, N. Y. It was indicated that he left WQQW, much publicized Blue Book experiment, because of inability to concur with operation policy. The station has been forced to give up its extreme methods because of mounting operating deficit [BROADCASTING, Sept. 8].

CHANGE OF SCENERY
Football Replaces Kitchen On Kelvinator Show

A NEW TECHNIQUE for relinquishing time to a special event has been introduced by WNBT, NBC's New York video station, on the *Kelvinator Kitchen* program.

Ordinarily the program features Alma Kitchell extending greetings from the doorway of a kitchen, but on Sept. 17 Ray Forrest of NBC appeared and explained that "Alma had made arrangements with the Kelvinator people so that we could all watch the New York Giants-Los Angeles Rams football game at the Polo Grounds from the very start . . . and if you don't mind, I'm going to duck out now and watch that game too."

The regular Kelvinator title card was then flashed on the screen and Mr. Forrest explained that Kelvinator would present again next week *In the Kelvinator Kitchen* at 8:30 p.m. on WNBT. The scene then switched to the Polo Grounds.

Geyer, Newell & Ganger, New York, is the agency.

FTC Vs. Sterling Drug Co. Case Testimony Is Ended

BOTH PLAINTIFF and respondent ended their testimony in New York last week in the case of the Federal Trade Commission vs. Sterling Drug Co., maker of Phillips Milk of Magnesia and Bayer Aspirin. Further litigation was indicated but FTC Trial Examiner Webster Ballinger has set no date for the next hearing.

Andrew J. Graham, Sterling attorney, said the firm ceased three and a half years ago—at the time of the initial government complaint—to use advertising the FTC found objectionable.

CKVL Verdun, Que., is increasing its airtime to 24 hours daily, and is moving its 1-kw transmitter to a new site at La Prairie, Que., where a directional array supported by three towers is being erected for use on station's new frequency of 980 kc replacing former 990 kc.

Inland Div. of G. M. C.

WHIO DAYTON

REACHES *Profitable* MARKET

97.5% OF DAYTON FAMILIES are radio families. Their favorite station is WHIO. Their effective buying power is estimated at $4,903 per family — $1,263 higher than the national average. Their steady earnings are based on employment in Dayton's world-famous industrial plants such as Inland Division of General Motors Corporation. WHIO reaches this prosperous Dayton market and the surrounding agricultural area . . . a profitable market for your sales message.

5000 WATTS BASIC CBS **WHIO** DAYTON, O.

News: UP, INS, PA — CBS' Best Shows

G. P. Hollingbery Company, Representatives

Harry E. Cummings, Southeastern Representative

AGRICULTURE

We've been programmed for the farmer for 20 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

your SIGNAL for SELLING!

SELLING! more hours per week of locally sponsored programs than all other San Antonio network stations combined—to sponsors who know first hand which station really produces.

SELLING! more listeners for each of your advertising dollars in four out of five of the Hooper rated time segments than any other San Antonio network station (June-July Index).

SELLING! more local advertisers than any other network station in San Antonio.

SELLING! the big, active San Antonio market that grew 31 per cent since 1940—now America's 28th market.

SELLING! America's greatest military center—with 11 major installations in and around San Antonio.

SELLING! balanced programming to Texas' most cosmopolitan market—Mutual Network shows; public service programs; audience tested local features; complete sports coverage; local, state and worldwide news; on-the-spot broadcasts of all major events.

SELLING! more of your products with our highly trained staff of 38 people.

"TOWERS of STRENGTH in SAN ANTONIO"

KMAC

1240 *a.m.* ON YOUR DIAL

KISS

99.5 *F.M.* CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.

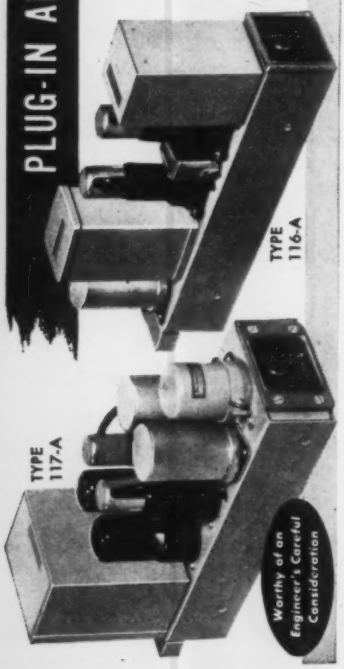
PLUG-IN AMPLIFIERS BY Langevin

These Langevin PLUG-IN units are all the amplifiers you need for complete studio audio facilities!

A pre-amplifier or booster, Type 116-A with PLUS 18 DBM power output—less than .5% total distortion from 50 to 15,000 cycles—frequency response ±1 db from 30 to 15,000 cycles.

A Program, monitor or booster amplifier, Type 117-A, with PLUS 30 DBM power output—less than .5% total distortion from 50 to 15,000 cycles (For monitor purposes at +39 DBM power output—less than 1% distortion from 50 to 10,000 cycles)—Frequency response ±1 db from 30 to 15,000 cycles.

Write today for our new booklet "PLUG-IN Amplifiers by Langevin"



The Langevin Company
INCORPORATED
NEW YORK: 41 W. 65 St., 23 • SAN FRANCISCO: 1050 Howard St., 3 • LOS ANGELES: 1000 N. Seward St., 38

ACTIONS OF THE FCC

SEPTEMBER 19 TO SEPTEMBER 25

CP-construction permit
DA-directional antenna
ERF-effective radiated power
ST-studio-transmitter
synch. amp.-synchroneous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

September 19 Decisions . . .

BY A BOARD

AM—1390 kc

Wharton County Bcstg. Co., El Campo, Tex.—Granted CP new station 1390 kc 500 w D; engineering cond.

AM—800 kc

Samuel L. Stephens Sr., Brigham City, Utah—Granted CP new station 800 kc 250 w D; engineering cond.

AM—900 kc

George Basil Anderson, Columbus, Neb.—Granted CP new station 900 kc 1 kw D; engineering cond.

AM—960 kc

Rossmoyne Corp., Lemoyne, Pa.—Granted CP new station 960 kc 1 kw D; engineering cond.

AM—1270 kc

Sims Pub. Co., Orangeburg, S. C.—Granted CP new station 1270 kc 1 kw D; engineering cond.

AM—1280 kc

Peach State Bcstg. Co., Macon, Ga.—Granted CP new station 1280 kc 1 kw D.

AM—1460 kc

Modern Bcstg. Co. of Baton Rouge, La.—Granted CP new station 1460 kc 1 kw D.

AM—1150 kc

South Central Kentucky Bcstg. Co. Inc., Campbellsville, Ky.—Granted CP new station 1150 kc 1 kw D, subject to any interference if WOOP is granted.

Hearing Designated

Pryor Dillard, Raymondville, Tex.—Designated for hearing application for new station 1380 kc 250 w unl.; made KBWD Brownwood, Tex. party to proceedings.

Western Washington Bcstg. Co., Puyallup, Wash—Designated for hearing application for new station 630 kc 250 w D.

Western Oklahoma Bcstg. Co., Clinton, Okla.—Designated for hearing application for new station 1320 kc 1 kw D.

AM—1270 kc

KCOK Tulare, Calif.—Granted CP to change frequency from 1240 kc to 1270 kc, increase 250 watts to 1 kw, change trans. location, install new trans. and DA-N, subject to any interference if KTFI is granted.

Conditional FM Grants

Conditional grants for one Class A and three Class B FM stations authorized by FCC. CPs for seven Class B outlets authorized in lieu of previous cond. See story this issue.

September 19 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

KHSL Chico, Calif.—CP increase power from 1 to 5 kw, install new trans., to mod. DA-N (non directional D), and change trans. location. AMENDED to use DA from 1 hour before local sunset to sunrise.

Modification of CP

WGBA Columbus, Ga.—Mod. CP which authorized new standard station to change type trans. and to make changes in vertical ant.

Assignment of License

KCBC Des Moines, Iowa—Voluntary assignment of license from Capital City Bcstg. Co. to Kapital City Bcstg. Co.

AM—1230 kc

Southeastern Massachusetts Bcstg. Corp., New Bedford, Mass.—CP new standard station 1400 kc 250 w unl. AMENDED to change frequency from 1400 to 1230 kc, power from 250 w to 100 w.

Assignment of License

WWOK Flint, Mich.—Voluntary assignment of license from Albert S. Drohlich and Robert A. Drohlich d/b as Drohlich Bro. to Cooperative Radio Co.

AM—920 kc

Monroe Pub. Co., Monroe, Mich.—CP new standard station 1520 kc 250 w D. AMENDED to change frequency from 1520 to 920 kc.

Assignment of CP

WEMB San Juan, P. R.—Voluntary assignment of CP from Angel Ramos and Jose Coll Vidal, partnership d/b as El Mundo Bcstg. Co. to El Mundo Bcstg. Corp.

KWFT Wichita Falls, Tex.—Voluntary assignment of CP and license from Wichita Bcstrs. partnership, Joe B. Carrigan, Mrs. Joe B. Carrigan, P. K. Smith, Trustee, P. K. Smith, Mrs. Claude M. Simpson Jr. to KWFT Inc.

Modification of CP

KOMW Omak, Wash.—Mod. CP which authorized new standard station to make changes in vertical ant.

WDAK-FM Columbus, Ga.—Mod. CP which authorized new FM station for extension of completion date.

WFAM Lafayette, Ind.—Same.

WAYS-FM Charlotte, N. C.—Same.

WAIR-FM Winston-Salem, N. C.—Same.

WTJS-FM Jackson, Tenn.—Same.

KDNT-FM Denton, Tex.—Same.

WWVA-FM Wheeling, W. Va.—Mod. CP which authorized new FM station to change trans. site, change type trans., ERP to 15.3 kw; ant. height above average terrain to 557.5 ft., make changes in ant. system and change commencement and completion dates.

Herbert L. Spencer, Area of Laurel, Md.—Mod. CP which authorized construction of new developmental station W3XLM, for extension of completion date.

WJAC-TV Johnstown, Pa.—Mod. CP as mod. which authorized construction of new commercial television station, for change of trans. location, power to vis-5 kw (peak) aur-5 kw; ERP from vis-9 kw to 28 kw, aur. from 6.8 kw to 29.4 kw, change type equipment and to make ant. changes. Commencement and completion dates to be 60 days from date of grant and 180 days thereafter, respectively.

License Renewal

WCTT Corbin, Ky.—License renewal standard station.

Applications Cancelled

Applications for relay broadcast stations cancelled for: WEMQ WEMC WEMA WEMT WEKH WPEO.

License for CP

WJLD Bessemer, Ala.—License to cover CP as mod. which authorized to change trans. and studio locations and authority to determine operating power by direct measurement of ant. power.

WAVZ New Haven, Conn.—License to cover CP as mod. which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—1400 kc

WNEX Macon, Ga.—CP install new vertical ant. and mount FM ant. on AM tower.

License for Aux.

KRNT Des Moines, Iowa—License to use old main trans. for aux. purposes with 5 kw.

AM—970 kc

KPDR Alexandria, La.—CP to change frequency from 1490 to 970 kc, power from 250 w to 1 kw; install DA-N; change type trans. and change trans. location. AMENDED to change power from 1 kw to 500 w-N 1 kw D and make change in DA-N.

License for CP

WJDA Quincy, Mass.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KGEZ Kalispell, Mont.—License to cover CP which authorized increase power and install new trans. and authority to determine operating power by direct measurement of ant. power.

WCTW Nashua, N. H.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WFLB Fayetteville, N. C.—Mod. CP as mod. which authorized new standard station for extension of completion date.

WLTC Gastonia, N. C.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations.

License for CP

WHCC Waynesville, N. C.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WTRF Bellaire, Ohio—Mod. CP which authorized new standard station to change type trans. make changes in vertical ant. and mount FM ant. on AM tower, and to specify studio location.

License for CP

WBEX Chillicothe, Ohio—License to cover CP as mod. which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

AM—990 kc

Lakes Area Bcstg. Co., Pyror, Okla.—CP new standard station 1370 kc 250 w D. AMENDED to change frequency from 1370 kc to 990 kc.

Modification of CP

WSAN Allentown, Pa.—Mod. CP as mod. which authorized increase in power, install new trans. and DA-N, for extension of completion date.

WJIG Tullahoma, Tenn.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

AM—1420 kc

Fannin County Bcstg. Co., Bonham, Tex.—CP new standard station 1420 kc 1 kw D. AMENDED to change power from 1 kw to 250 w and change type trans.

Modification of CP

KNAF Fredericksburg, Tex.—Mod. CP which authorized new standard station to change type trans. for approval of ant. and trans. location and to change studio location.

AM—1290 kc

WMLO Milwaukee—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WBRC-FM Birmingham, Ala.—Mod. CP as mod. which authorized new FM station to change ERP to 546 kw, ant. height above average terrain to 883 ft.; make changes in ant. system and change commencement and completion dates.

WPDQ-FM Jacksonville, Fla.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WSTP-FM St. Petersburg, Fla.—Same.

WMGA-FM Moultrie, Ga.—Same.

WJPF-FM Herrin, Ill.—Same.

FM—105.7 mc

Radio Station WSUA Inc., Bloomington, Ind.—CP new FM station (Class B) on Channel 270, 101.9 mc, ERP 3 kw. AMENDED to change frequency from Channel 270, 101.9 mc to Channel 289, 105.7 mc.

Modification of CP

WFMR New Bedford, Mass.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WRAM Dearborn, Mich.—Same.

WHB-FM Kansas City—Same.

WFMY Greensboro, N. C.—Same.

WMIT Winston-Salem, N. C.—Same.

WGPA-FM Bethlehem, Pa.—Same.

WKOK-FM Sunbury, Pa.—Same.

KIXL-FM Dallas, Tex.—Same.

KCMC-FM Texarkana, Tex.—Same.

TV-192-198 mc

The Connecticut Bcstg. Co., Hartford, Conn.—CP new commercial television station to channel 10 192-198 mc, power of vis. 5 kw aur. 2.5 kw and unl.

TV—44-50 mc

Trent Broadcast Corp., Trenton, N. J.—CP new commercial television station on Channel 1 44-50 mc power vis. 1.83 kw (peak) aur. 940 watts and unl.

TV—180-186 mc

WHP Inc., Harrisburg, Pa.—CP new commercial television station on Channel 8 180-186 mc, power vis. 5 kw (peak); aur. 5 kw and unl AMENDED to change type vis. trans. and aur. trans.; also to change operating power for vis. from 5 kw (peak) to 43.7 w and aural from 5 kw to unknown.

Remote Pickup

Peoria Bcstg. Co., Peoria, Ill.—CP new high frequency remote pickup station on 152-162 mc band, 30 w, hours in accordance with Sec. 4.403.

APPLICATION RETURNED

FM—Unassigned

Harding College, Memphis, Tenn.—CP new FM station (Class B) on Channel not submitted, ERP not given. RETURNED Sept. 12, incomplete.

TENDERED FOR FILING

AM—990 kc

Landon Bcstg. Co., Denver, Col.—CP new standard station 990 kc 1 kw D.

AM—1060 kc

WPOR Portland, Me.—CP change frequency from 1450 to 1060 kc, increase 250 w to 5 kw DA-N, change trans. location and install new equipment.

AM—1590 kc

El Reno Bcstg. Co., El Reno, Okla.—CP new standard station 1590 kc 500 w D.

(*Continued on page 60*)

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
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Offices and Laboratories
1339 Wisconsin Ave., N. W.
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Hollywood, 38, Cal.

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Dallas, Texas
1728 Wood St. Riverside 3611

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CHAMBERS & GARRISON
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Michigan 2261

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Merl Saxon
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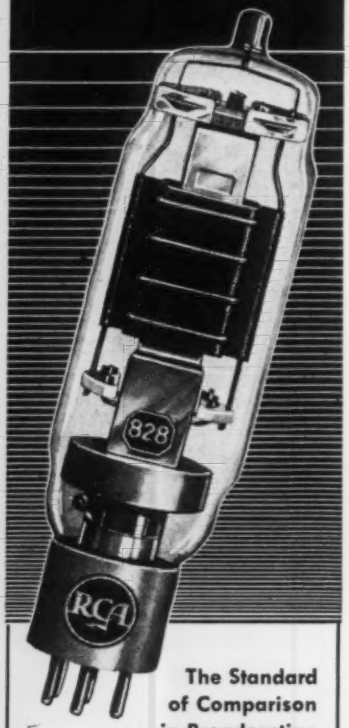
RCA
TUBES



The Standard of Comparison in Broadcasting

Beam Power Tubes

✓ **They give you more for your dollar** because they deliver high output with low driving power. In short, better performance with fewer stages.

✓ **They give you better results** because they make it practical to improve frequency response and to reduce hum level and distortion.

✓ **They simplify transmitter operation** because they need fewer adjustments . . . ordinarily need no neutralizing. RCA beam tubes are very stable in high-gain, wide-band services such as FM and TV.

Buy RCA's when you need beam power tubes. We have the most complete line in broadcasting. For information write RCA, Sales Division, [illegible] Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

PHILCO SELECTS L. A. FOR TELEVISION DRIVE

GREATER Los Angeles appears to be tabbed as a primary television sales target of Philco Corp. with minimum delivery of 5,000 sets expected before Christmas, it was dislosed following a distributor-dealers-manufacturer huddle Sept. 17 in that city. James Carmine, Philco president, headed the Philco contingent participating.

That the market can absorb considerably more was stated by Phil Gough, head of Gough Industries, Los Angeles Philco distributor, when he stated that 50,000 could be sold before Christmas if delivery was possible. However even the figure of 5,000 assumes importance when it is realized that market currently contains an estimated 3,000 plus sets distributed among homes and business places.

Gough Industries is operating on a budget of $102,000 in the way of merchandising support via video programming on KTLA. In addition it is estimated there will be a newspaper advertising expenditure of $150,000.

TECHNICAL

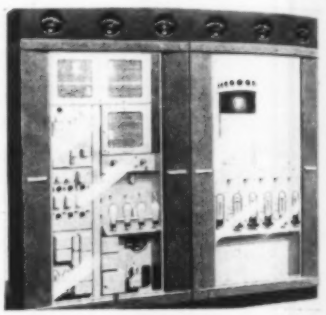
GEORGE FRESE, former chief engineer of KWSC Pullman, Wash., has been appointed chief engineer of KPQ Wenatchee and KVOS Bellingham, Wash. **IRA MEYERS,** transmitter engineer, has been promoted to position of acting chief engineer of KWSC.

GEORGE UMINSKI, transmitter operator for WTMJ-FM Milwaukee, and **NICK BRAUER,** studio operator for WTMJ, have been transferred to new duties with WTMJ-TV, soon to go on the air. Other appointments made by WTMJ were those of **RAY HERNDAY,** as FM transmitter operator; **JOHN PETTIGREW,** studio operator; and **EDWIN WATSON,** television operator.

JOHN F. MARTIN, maintenance engineer with NBC Central Division, is the father of a boy, Joseph.

RUDOLPH W. RAABE, control room chief at WRVA Richmond, has been elected president of Richmond Shortwave Club, which is starting its 32d year.

GENERAL ELECTRIC Co. Electronics Dept., Transmitter Div., Syracuse, N. Y., has developed new desk-like television program console, containing all circuits and controls to carry on necessary supervision and composition of television program. Console is divided into three sections for program director, video operator and audio operator and is designed for use in control room where, with aid of camera control desk, any channel may be selected for program line.



ALL OPERATING CONTROLS of this modernistic Western Electric 3-kw FM transmitter are located behind panels on either side of two main glass doors. Arrangement assures a full view of tubes and components during operation. This unit, styled by Henry Dreyfuss, industrial designer, is one of a series which range in output power from one to 50 kw.

LOS ANGELES LIKES TV

39% of Home Audience Rates Present Video Shows Very Good; Phone Vision Well Received

VIDEO REVIEWERS in the Los Angeles area have registered a predominant "aye" for television, with 39% of home audience considering present productions "very good" and 57% terming it "fair."

This was disclosed in a survey conducted by Television Research, South Pasadena, and based upon returns of 40% of home set owners of three months or more (approximately 600 such sets in Los Angeles). Results of survey were announced Sept. 17.

Proposed Phone Vision also was favorably received with 73% of those queried expressing a willingness "to pay 30 to 80 cents for each such program, provided you can select the best in available entertainment."

Survey disclosed that 85% of home receivers are turned on during an average evening, as contrasted with a 68% figure developed earlier in a Chicago survey. Monday and Wednesday nights appeared to be the most popular for video programs, with 90% and 89%, respectively, of home sets turned on.

Afternoons, two-hour period (3-5 p.m.) was reported as most popular, with 47% of total audience indicating they would most likely be tuned in. Periods from 2-3 p.m. and 5-6 p.m. reflected potential audiences of 39% and 44%, respectively. Another interesting potential was reflected in 39% for 10-11 a.m. period likely resulting from telecasting of *Queen for a Day* by W6XAO.

At time of survey, conducted last week in August, approximately two-thirds of available telecasts were sports. Wrestling was given a rating of "very good" by 80% of those who saw program. Night baseball won comparable approval of 78%; daytime baseball, 76%; professional boxing, 77%, and amateur boxing, 55%. In non-sports field, *Queen for a Day* won highest acceptance with 71% figure.

Crosley Changes

HOWARD LEPPLE of Crosley Broadcasting Corp. has been named to head engineers at W8XCT, Crosley experimental video station in Cincinnati, according to Roscoe Duncan, acting director of television operations for the Crosley Broadcasting Corp. Assigned to W8XCT as technicians are Phil Underwood and Lou Barnett, former WLW engineers; Robert Brockway, former WLWA-(FM) engineer; Russell Witt, former engineer at Crosley's shortwave transmitter, Bethany, Ohio, and Jack Records and Vern Lambert, U. of Cincinnati engineering cooperative students.

438 for MBS

A QUARTERLY letter sent out by MBS President Edgar Kobak to Mutual affiliates and the press this month disclosed that the network had 438 affiliates as of Sept. 1, with 17 stations waiting to join. The number of MBS affiliates of 1 kw and 5 kw has increased 90% in the last 13 months, Mr. Kobak said.

CHARLES TAYLOR and **CHARLES SNOWDEN** have joined operating staff of CKWS Kingston, Ont.

JOHN HENDRICKSON has joined operating staff of KBLF Red Bluff, Calif. He replaces **CLIFFORD A. BRINKLEY,** who is returning to school.

DAVID LYONS, engineer for WLAW Lawrence, Mass., has returned to duty after hospitalization.

EL LITTLE has joined technical staff of CHEX Peterborough, Ont.

ALFRED WILL POWER, former U. S. Navy radio instructor, has been added to engineering staff of KYW Philadelphia, replacing **WALT WILSON,** resigned.

JOHAN O. BERGQUIST and **JOSEPH W. DOHERTY** have joined engineering staff of WGVA Geneva, N. Y.

EDDIE HOWELL has joined engineering staff of WGNC and WGNC-FM Gastonia, N. C.

PRECISION APPARATUS Co., Elmhurst, L. I., N. Y., has announced a new series of 10-20 "electronamic test master" which includes the "precision" electronamic tube performance test circuit plus a complete push-button operated AC-DC set tester.

NORM MARTEL has joined operating staff of CFCH North Bay.

E. FINLEY CARTER, vice president in charge of engineering, Sylvania Electric Products Inc., will discuss "Engineering Responsibilities in Today's Economy" at Monday evening general session of Rochester meeting of Radio Engineers, Nov. 17-19th at Hotel Sheraton, Rochester, New York.

DOUG JONES, formerly of Inland Broadcasting Co., Winnipeg, station representative, has joined CJRL Kenora, as chief engineer.

RAYTHEON MFG. Co., New York, has designed a special X-band (3 cm.) Mariners Pathfinder radar to meet requirements of Great Lakes navigation. Two of these new Pathfinders have been installed by Raytheon's marine affiliate, Submarine Signal Co., on steamer John Hulst, operated by Pittsburgh Steamship Co., and the Calcite, Bradley Transportation Co.'s self-unloader.

WMGM New York, FM outlet of WHN, will be off the air for about two weeks beginning Sept. 29 to complete installation of its new 10-kw Western Electric transmitter at Cliffside, N. J., the station announced last week. Transmitter was on display during the recent NAB convention in Atlantic City.

Advertising Agency Group Convention Condemns Irritating Singing Jingles

IT IS HIGH time that advertising agencies call a halt on radio commercials that offend and irritate listeners, decided the First Advertising Agency Group in its recent three-day convention in Pittsburgh. The group went on record with the following jingle "doodled" by one of the agency men during the meeting:

"Jingles that sell
Can please, as well;
Those that annoy
Good-will destroy."

Officers elected for the coming year were: W. Arthur Lee, of Lee, Stockman, New York, president; Thayer Newman, of Newman, Lynde & Assoc., Jacksonville, Fla., vice president; James L. Cole of Cole's Inc., Des Moines, secretary-treasurer.

Division directors are: Robert Jenkins, of Smith, Taylor & Jenkins, Pittsburgh, Eastern; Lynn Miller, Advertising Inc., Richmond, Va., Southern; Shirley Walker, The Conner Co., San Francisco, Western; Sells Stites, Keelor & Stites, Cincinnati, Central.

Radio sessions stressed two facts about singing commercials: (1) Some singing comercials are actually popular with the public; (2) Some radio advertisers believe their commercials must be irritating to be effective, or at least believe public protest against their commercials "proves their effectiveness" and should be totally ignored.

The group held that the latter advertisers are a menace to the radio advertising business, and should be condemned by the agency profession.

It was decided that the 1948 FAAG convention should be held in Jacksonville, Fla., Oct. 12-15.

PROTESTANTS' RADIO COMMISSION IS VOTED

ESTABLISHMENT of a Protestant Radio Commission to help the churches of America develop and administer a "unified religious radio ministry" was voted last week at a special meeting of 50 leading church council executives and denominational leaders held in Bronxville, N. Y.

Major functions of the proposed Commission would be to encourage a wider and more adequate use of religious radio; to represent the Protestant churches in maintaining Christian standards of public decency and good taste in commercial programs; to develop intelligent radio listening on the part of church people; to represent Protestantism in interfaith broadcasts; to provide professional radio services and consultation for state and local councils of churches; to further cordial relations with the radio industry and to represent the Protestant churches before the FCC.

Members of this committee are: Dr. Mark A. Dawber, executive secretary of the Home Missions Council of North America, New York; Dr. Quinter Miller, associate general secretary of the Federal Council of Churches, New York; Dr. Roy G. Ross, general secretary of the International Council of Religious Education, Chicago; Dr. Ralph Stoody, director, Method.st Information, New York; Miss Bettie S. Brittingham, chairman of the division of promotion and publicity of the United Council of Church Women, New York; Dr. Theodore F. Savage, chairman of the radio committee of the General Assembly of the Presbyterian Church in the U. S. A., New York, and Dr. Alfred G. Walton, Joint Religious Radio Committee, New York.

Ziv Signs Lombardo For Package Show

BAND LEADER Guy Lombardo has signed a three-year contract with the Frederic W. Ziv Co. for a syndicated package program to be called the *Guy Lombardo Show*, it was disclosed last week.

Contract calls for Mr. Lombardo to transcribe a total of 156-half-hour weekly shows over the three-year period, it was understood, for which he will be paid $156,000 per year plus a percentage of the transcription sales.

The program will follow a straight musical format, with David Ross as narrator. Its debut is scheduled for Thursday, Oct. 2, 9:30-10 p.m., on "about a dozen" stations of ABC's New England network. The Ziv management anticipates sales of the show to 300 stations by mid-winter.

Show will be made available to stations on tape as well as regular transcriptions, according to John L. Sinn, executive vice president of the Ziv Co. Mr. Sinn said that Rangertone tape recordings will be used, and pointed out that this is the first time the Ziv Co. has used that medium for its packaged programs. "We are definitely sold on tape recordings," he added.

Seattle UP Headquarters Moves Into KOMO Studios

AS RESULT of transfer of Seattle regional United Press offices to new headquarters at KOMO, that city, in October, station will have access to direct wire service coverage of local and regional news as it develops, according to O. W. Fisher, station president and general manager.

In its new quarters UP will house all major facilities of the news service for Washington, British Columbia and Alaska, according to Mr. Fisher.

Truman on Networks

PRESIDENT Harry S. Truman broadcast last Friday, Sept. 26 in a half-hour salute to the 1947 National Community Chest Campaign, 10:30-11 p.m. on all four networks.

Stars appearing on the show included Jack Benny, Edgar Bergen, Bob Hope, Dorothy Lamour, Margaret O'Brien and James Stewart.

Free Horse Rush

A BROADCAST on WMAQ Chicago's *News on the Spot* (Mon.-Fri., 5:05-5:15 p.m.), together with a newspaper advertisement, brought in some 17,000 applicants for 19 saddle horses which Maynard Dowell of Chicago wanted to give away free to persons who would provide them with good homes. Bud Thorpe of the NBC-WMAQ news staff interviewed Mr. Dowell early in September, and Mr. Dowell announced his intention of giving the horses away. On Sept. 16 names of the new owners were announced.

CBC BOARD MEETINGS ARE OPENED TO PUBLIC

FIRST PUBLIC meetings of board of governors of Canadian Broadcasting Corp., were held at Calgary Sept. 18 and 19, following a decision the previous day to follow recommendations of the Parliamentary Radio Committee and open board meetings to the public.

CBC board decided at meeting to follow another Parliamentary Committee recommendation [BROADCASTING, July 14] and recommend to Transport Department renewal of station licenses for three-year period.

Applications were heard for French language stations at Edmonton, Prince Albert and Timmins. The Alberta government contended that French language stations there would cause confusion, while H. C. Freeman, manager of CKGB Timmins, made representations against a second station there. M. V. Chestnut, manager CJVI Victoria, also opposed granting license to a second station at Victoria. CBC board reserved decision on its recommendations to Transport Department on these applications. J. W. B. Browne, owner of CKOV Kelowna, B. C., and satellite station CKOK at Penticton, B. C., asked for independent operation permission for CKOK. A. D. Dunton, CBC board chairman said granting of a commercial broadcasting station license to CKUA Edmondton, Alberta provincial government-owned station, was out of CBC hands in view of federal government ruling against ownership of commercial broadcasting stations by provincial governments.

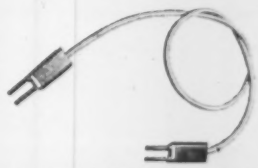
CBC board of governors announced Sept. 21, that application for bilingual station at Timmins, Ont., had been turned down, while decision on application for French-language stations at Edmonton and Prince Albert had been reserved.

GOLDEN GATE COLLEGE School of Advertising, sponsored by the San Francisco Adv. Club, began its fall term Sept. 16.

ELECTRONIC SERVICE BARGAINS

NEW COAXIAL LINE DEHYDRATORS $200

Made by Communication Products and General Electric for Navy use, can handle up to 600 ft. of 6 inch coaxial, or variable pressure to 35 lbs. per square inch; ideal for FM-AM-television. Set of spares: $22.50.



NEW WESTERN ELECTRIC PATCH CORDS

Those hard-to-get cords with 241A plugs on both ends only $5.00 each in lots of 12 or more. $6.00 singly. Either 2 or 4 foot sizes. Also 6 foot test cords with WE 241A plug and test clips, $5.00.

Four conductor, spiral four telephone wire, on quarter mile reels of 1320 feet, used but good condition, only $25.00 per reel, FOB Louisville. All copper, stranded, equal to #18 gauge, with steel shield, neoprene cover. Ideal for tower to transmitter phone line, remotes, wiring.

Western Electric 124E monitor amplifiers, 12 watts, only $75.00 each.

VU Meters, $25.00 each.

Immediate Delivery from Stock!

ELECTRONIC SERVICE CO.

431 W. JEFFERSON ST.
LOUISVILLE, KENTUCKY

FCC Actions

(*Continued from page 56*)

Applications Cont.:

TENDERED FOR FILING

Transfer of Control

WFRS Grand Rapids, Mich.—Consent to transfer of control from permittee to F. Leo Dias, A. James Ebel, James W. Riddlesperger, Robert L. Epstein, Dr. Allan Foster, Edwin A. Loop, Victor Epstein, Arthur L. Epstein, Wayne Dias, Fred Clack, Dr. H. Messmore, George Riddlesperger, Ted Gamble, Dr. Fred Foster, J. Weston Harding, Kenneth Welch, Donald H. Foster, Gerald R. Loop, Julius H. Amberg, R. Dale Law and Phillip W. Buchen.

SSA—1070 kc

KBKI Alice, Tex.—Request for SSA to operate additional hours from 7:30 p.m. to 11 p.m. beginning Sept. 20 through Nov. 15 to broadcast football games, with 250 w on 1070 kc.

SSA—920 kc

KELP El Paso, Tex.—Request for SSA to operate additional hours on various evenings to broadcast night football games, period beginning Sept. 12, extending through Dec. 6, with 500 w on 920 kc.

September 22 Decisions . . .

BY A BOARD

AM—1330 kc

Jack Henry Kidd Jr.—Granted CP new station 1330 kc 1 kw D; engineering cond.

AM—910 kc

The Miami Bcstg. Co., Miami, Okla.—Granted CP new station 910 kc 1 kw unl. DA; engineering cond.

AM—1380 kc

Eastern Oklahoma Bcstg. Corp., Muskogee, Okla.—Granted CP new station 1380 kc 500 w N 1 kw LS DA unl.

AM—1350 kc

KCOR San Antonio, Tex.—Granted CP increase power from 1 kw D to 1 kw N 5 kw-LS on 1350 kc, change hours from D to unl., install new trans. and DA DN and change trans. location.

AM—1330 kc

KALE Portland, Ore.—Granted CP change trans. location, make changes in DA-DN with FM ant. on top of center element; engineering cond.

Petition Granted

Northwestern Theological Seminary and Bible Training School, Minneapolis—Adopted order denying petition requesting reconsideration and grant of its applications for new AM and FM stations.

Petition Granted

WTSP St. Petersburg, Fla. and WMBG Richmond, Va.—Adopted order granting petition of WTSP for reconsideration of Commission action of April 30, 1947 granting application of Thomas Patrick Inc. to increase power of KWK St. Louis to 5 kw N and to install DA-N use; set aside said action of April 30 and designated for hearing said application of KWK; further ordered that WTSP and WMBG Richmond, Va., be made parties to proceeding; further ordered that petition of WTSP filed 3/31/47 requesting KWK application be designated for hearing, and petitions of WMBG filed 8/13/46 and 5/15/47 be dismissed.

WTPR Paris, Tenn.—Adopted order granting petition of WTPR insofar as it requests mod. of grant of application of Broadcasters Assoc. for mod. CP to specify trans. site and ant. system at WPTN Paris, Tenn.; denied petition of WTPR otherwise; and mod. said grant to WPTN so that it will be subject to cond. that applicant will take any precautions necessary to eliminate, to satisfaction of Commission, any interaction between trans. and ant. systems of WTPR and WPTN which will result in interference or other undesirable transmission effects.

Denison-Texoma Bcstg. Co., Burton V. Hammond Jr., Denison, Tex.—Adopted order (1) granting petition of Denison-Texoma Bcstg. Co. requesting that Commission accept its late appearance in proceedings in Dockets 8176, 8177 and 8265 and dismiss petition of Burton V. Hammond; waived Sec. 1.387 and accepted said petition as appearance in proceeding; (2) further, denying petition of Burton V. Hammond Jr. requesting that application of Denison-Texoma Bcstg. Co. be dismissed as in default by reason of failure to file an appearance indicating its intention to prosecute application.

Petition Denied

Craig Bcstg. Co., Chester, S. C.—Adopted order denying petition requesting that Commission consider and grant simultaneously its application and application of Inter-City Advertising Co. for CP to change operating assignment of **WKIX** Columbia, S. C. from 1490 kc to 1320 kc and increase power from 250 w unl. to 1 kw-D 500 w-N etc.

WERC Erie, Pa.—Adopted order denying petition to vacate or enlarge and modify order to show cause entered in proceeding in re WLEU Erie, Pa.

License Renewal

KRKO Everett, Wash.—Granted renewal of license for period ending Aug. 1, 1950.

License Extended

WGNH Gadsden, Ala.—Granted extension of license for 30 days from Oct. 1 pending receipt of additional information requested under Sec. 308(b).

ACTIONS ON MOTIONS

(By Commissioner Durr)

W. W. Roark, Kerrville, Tex.—Referred to Commission petition and amendment thereto requesting dismissal without prejudice of application for new station.

Wyoming Bcstg. Co., Pineville, W. Va.—Granted petition for leave to amend application to specify 970 kc instead of 730 kc, accepted amendment, and on Commission's own motion removed application from hearing.

The Kentucky Mountain Holiness Assn., Lawson, Ky.—On Commission's own motion, removed application from hearing docket.

Alexandria Radio Corp., Alexandria, Minn.—Granted petition for leave to amend application to show addition of four additional stockholders; accepted said amendment.

WHLS Port Huron, Mich.—On Commission's own motion, continued hearing upon application for renewal of license.

Patriot Co., Harrisburg, Pa.—Granted petition requesting 7-day continuance in hearing in Dockets 6884 etc., and continued to Oct. 2.

(*Continued on page 70*)

STATIONS, AGENCIES, ADVERTISERS, SERVICES . . .
NEW SUPPLY
Same size
Same quality
Now 25¢ each
50¢ EACH
40¢ 10 OR MORE
30¢ FIFTY OR MORE
1947
RADIO OUTLINE MAP
NOW AVAILABLE!
• This 25"x38" 1947 Radio Outline Map shows every radio city in the United States, Canada, Alaska and Puerto Rico, the number of stations per city by symbol. It clearly names and outlines every county, state and province. You'll see where new stations have sprung up in 1946—the year 522 construction permits were authorized. Printed on 70# International offset, it takes ink and color like your letterhead. SUPPLY IS LIMITED. ORDER YOUR MAPS TODAY!
BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

STATIONS AND NETWORKS: use this big map to define your coverage, compare competition. For presentations and in planning your merchandisable area.

AGENCIES AND ADVERTISERS: plot your network and national spot campaigns, show area covered. Include in salesmen's presentations. For general radio research.

REPRESENTATIVES: pinpoint cities where there are stations you represent; calculate their coverage. Include in salesmen's brochures.

Over 26 Million

(*Continued from page 32*)

his study largely because of the Blue Book and the conflict of its findings with those of the NORC survey, "The People Look at Radio."

For the broadcasters to donate a third of their time to sustaining programs might be considered as generous, at least. But Mr. Baker pointed out that the data on announcements can be used in another way.

"Suppose," he said, "that we consider that they (the announcements) average three-quarters of a minute. Suppose we add to them two minutes of commercial messages for each 15-minute sponsored program on our schedule. This latter allowance is high, because it adds up to eight minutes of commercial time in an hour program. If we add these together, we come up with something like 156 minutes of commercial announcements and messages per day. Expressed as a percentage of the broadcast day, this figures out to something like 14%. Why isn't it fair, then, to say that radio is 14% commercial and that this is the figure we should emphasize to the public?"

Carl J. Burkland, WTOP Washington, was session chairman.

Sedgwick Says Our Free Radio Is Big Help to Canada System

AMERICAN broadcasters, in supplying many of their best commercial programs to the Canadian Broadcasting Corp., are largely responsible for the success of this government-owned system of radio operation, Joseph Sedgwick, K. C., general counsel for the Canadian Assn. of Broadcasters, charged in an address Sept. 16 at the NAB Atlantic City Convention.

"Apart from the revenue that these commercial programs bring to the CBC," he stated, "I think it may fairly be said that they are the main foundations of its popular audience; certainly most of its highest ratings are for shows of U.S. origination.

"It has often struck me as paradoxical that the U.S. radio industry, the great champion of radio freedom, the constant opponent of governmental interference and regulation, should be sustaining and supporting, on its front door, an experiment in nationalized radio," he declared. "It seems to me very strange, in the light of all that has been said by the leaders of your industry about the evils of domination of radio by the government or its agencies, that you should, by your support, have made popular and potent a system of publicly-operated broadcasting that embodies much that you decry."

Reviewing the development of radio in Canada, Mr. Sedgwick said it "just growed" until 1928 when the Aird Commission, appointed to draft plans for a nation-wide system, recommended "that broadcasting should be on a basis of public service and that all stations should be owned and operated by one national company. This company was to be financed by license fees to be paid by receiving set owners. It was to be non-commercial . . . all non-government stations were to be closed down as soon as possible."

Adoption of these recommendations with a number of variations, including the survival of privately-owned stations, Mr. Sedgwick said, has given Canada a national radio system which today owns and operates 12 stations and two national networks, as well as a regional French language network.

Regulatory Powers

But, in addition to operating networks and stations, the CBC has the power to regulate all stations, both its own and private, including program content, the character and extent of advertising, what news services can be used, etc., Mr. Sedgwick stated. "Practically," he said, "the CBC has the power of your FCC plus—and unlike the FCC it is in the business of operating stations in direct competition with the privately-owned stations it regulates."

Expressing no desire to see CBC abolished, Mr. Sedgwick said he "would like to see the corporation get back to its original function as a cultural, non-commercial system of broadcasting, supplementing but not competing with (other than for audience) the efforts of the commercial stations." He pointed out that today 104 private commercial stations cover practically all of Canada and that the high-powered CBC stations could be expanded so as to practically duplicate that coverage.

"It is possible now, as it was not in 1929," he stated, "to give our people a national, non-commercial cultural broadcasting service, and paralleling it and competing with it for audience only, a privately-operated commercial broadcasting service. That indeed is approximately the Australian system, and for us I think it is the solution which we must ultimately reach and I think it a desirable one.

"But," he asserted, "any effort to arrive at such a solution is delayed and prevented so long as the commercial broadcasting interests of the United States support, with their commercial programs, this agency of government that in my view has no right at all to be in the commercial advertising field."

BMB

(Continued from page 26)

results, and the plans for the second study, which had been tentatively scheduled for March 1948.

Picking up the story at this point, Mr. Shafto said that as of last May, 120 broadcasters had subscribed to the second study, which would need about 500 subscribers to defray minimum costs, but required 1,000 subscribers "to make it worthy of continuing support and fully useful to broadcasters, agencies and advertisers." With the district meetings over and no chance to go to the NAB membership before this convention, too late for a survey to be made next March and it had to be made that month to be comparable with the first one, the NAB board decided "it was time to pause and read the road signs."

That reading convinced the board that the best guarantee of a successful second BMB study called for its postponement until 1949. It also felt that BMB should be put on a permanent and continuing basis and appointed Messrs. Shafto and Morency to work out such a plan with the BMB board. The result of those labors was the 15-point program adopted by the BMB board, whose salient points Mr. Shafto outlined as follows:

BMB's Basis

BMB is now set up on a continuous and permanent basis, with subscribers contracting for the continuing services of the bureau. Thus BMB will avoid costly renewal campaigns every two years.

In the next five years BMB will make two surveys, in 1949 and 1951.

Station contracts are on a monthly basis at rates 29% below the renewal offer of last spring, which had been about 10% more than for the first study. A 10% discount will be allowed on the first year's costs for renewal subscriptions made before October 1; a 5% discount will be given new subscribers before that date; 2% will be allowed for a year's payment in advance.

Rates will be adjusted up or down each July, and any station whose rate is raised more than 10% may resign from BMB.

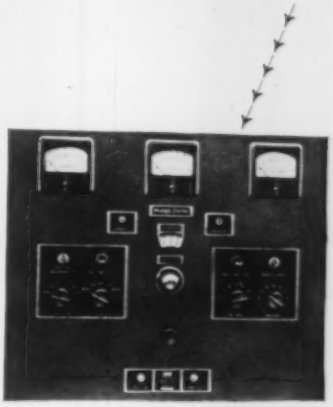
Whenever a station joins BMB, it must pay fees back to July 1947 to get the next audience report and to have its station data published in the next area report.

Concluding the session, Mr. Terry reported that 285 stations have already subscribed to this long-range plan. Predicting that many more will subscribe during the convention or immediately upon returning home, he said, "The prospects are bright, indeed. While BMB is not yet out of the woods, certainly we can begin to see through the trees. The future of BMB rests with those of you who have not yet subscribed . . . stations and networks."

Now Mississippi's Greatest Show
on the air
620 K.C.
ON YOUR DIAL
WRBC
JACKSON
MUTUAL NETWORK
rebel broadcasting co.
Serving MISSISSIPPI
5 KWD
1 KWN
THE BRANHAM COMPANY, Representatives

Western Electric

2A PHASE MONITOR



for quick, accurate adjustment of directional antennas

Lining up directional antenna arrays is done quickly, easily, accurately—when you install a Western Electric 2A Phase Monitor. And it enables you to maintain adjustment through periodic check readings.

The 2A accurately measures the phase and amplitude relations of the currents in your antenna elements — contains radio frequency meters which are accepted for remote indication of antenna currents.

For full details, call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

Distributed by GraybaR
OFFICES IN 92 PRINCIPAL CITIES

—QUALITY COUNTS—

STAFF CHANGES LISTED BY YOUNG & RUBICAM

WALTER BUNKER, who has been with Young & Rubicam, as production supervisor since 1942, has been named manager of radio of agency's Hollywood office. Mr. Bunker, prior to his affiliation with the agency, was production manager for NBC and chief announcer for CBS in San Francisco.

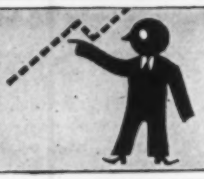
Samuel C. Fuller and Edward Merrill Jr., have rejoined Young & Rubicam in executive posts in the program department of the agency's Hollywood office. Charles Henry, assistant producer, has been named producer of the agency's General Electric *House Party* program. Mr. Fuller formerly was associated with Sherman & Marquette as head of radio of the Hollywood office.

Alfred J. Scalpone, agency's program manager of Hollywood office, has resigned. He declined an executive position in the company's New York office, preferring to stay on the coast.

Serutan Renews

SERUTAN Co., Newark, N. J., has renewed sponsorship of Gabriel Heatter and Victor Lindlahr on MBS. Mr. Heatter is heard Tuesdays and Thursdays, 9-9:15 p.m., and Mr. Lindlahr Mondays through Fridays, 12:15-12:30 p.m. Agency is Roy S. Durstine, N. Y.

AGENCIES



R. W. WELCH, vice president and account executive with Russel M. Seeds Co., Chicago, has resigned to become director of merchandise for McCann-Erickson Inc., New York. Joining Mr. Welch as assistant is **GLENN HOLDER**, former advertising director of Shenley Corp. and president of Ritchie & Janvier Co. Mr. Welch previously was assistant to Cliff Samuelson at General Mills and vice president of McFarland, Aveyard & Co.

ETHEL GREENFIELD, formerly of NBC Radio Institutes in Hollywood, has been named head of the radio department of the H.K.L. Adv., Los Angeles. Miss Greenfield previously was copy chief of KERO Bakersfield, and was a WAVE officer during war.

Miss Greenfield

ROBERT P. ENGELKE, formerly with Newell-Emmett and the Centaur Div. of Sterling Drug, has joined Cecil & Presbrey Inc., New York, as an assistant account executive.

EDWARD J. MITTELSTADT, art director of H. M. Gross Co., Chicago, has been appointed vice president of that firm.

ADV. FEDERATION OF AMERICA announces the following have been elected to membership in the Federation: WEMP and Charles Meissner & Assoc. Inc., Milwaukee; The Journal-Times Co., and Racine Poster Adv., Racine, Wis.; Spencer W. Curtiss Inc., Indianapolis; and Farson & Huff, Louisville.

KENT PRITCHARD, formerly with Swift & Co., and Lord & Thomas, has been appointed publicity director of Campbell-Mithun Adv., Minneapolis-Chicago, on Preserve Industry Council account.

DANIEL F. SULLIVAN Co., Boston, Mass., has opened offices at 22 Monument Square, Portland, Me.

LEO P. BOTT JR., formerly head of Bott Adv. in Little Rock, Ark., for 18 years, has started a new agency in Chicago under name Leo P. Bott Jr. Adv. Offices are located at 64 E. Jackson. Telephone: Har. 9177.

HOWARD C. CAINE, formerly of CKEY Toronto, and CKOC Hamilton, has been appointed radio director of E. W. Reynolds & Co., Toronto.

FRED BARRETT, of BBDO, New York, has been appointed by Adv. Research Foundation to administrative committee of Continuing Study of Farm Publications.

KALOM Co. Adv. has opened new offices at 111 E. Delaware Place, Chicago.

JIM McDONOUGH, copywriter with Ruthrauff & Ryan Inc., Chicago, is the father of a girl, Susan. Mrs. McDonough is the former **MEG HAUN**, radio actress.

JAMES HEALY, formerly in market research division of Lever Bros. Co., Cambridge, Mass., has joined Harrington, Whitney & Hurst Inc., Los Angeles, as head of that department.

LEON THAMER, formerly of J. Walter Thompson Co., Los Angeles, has joined Hixson-O'Donnell Adv., that city, as account executive assigned to Richfield Oil Co. account. He succeeds **VERN EASTMAN** who resigned to join D'Arcy Adv. Co., St. Louis, as account executive.

DON FOTH and **WALTER TEMPLE**, art director and copy writer, respectively, of The Mayers Co., Los Angeles, have resigned to freelance.

FORD SIBLEY, vice president and account executive of Foote, Cone & Belding, Los Angeles, is the father of a boy born Sept. 12.

A. S. (Ab) WHITE, former copy chief of McCann-Erickson Inc., has been named vice president in charge of creative activity for Mogge-Privett Inc., Los Angeles. Agency, to meet expanding operation, has taken additional offices at 609 S. Grand Ave.

JOHN RAMSEY, copy chief of Klitten & Thomas, Los Angeles, has resigned.

HAROLD PETERSEN, former editor of Grain & Food Review, has joined James R. Lunke & Assoc., Seattle agency.

JOHN U. REBER, vice president in charge of radio for J. Walter Thompson Co., New York, is in Hollywood for two weeks in connection with NBC "Kraft Music Hall," starring Al Jolson and starting Oct. 2.

THE BOYD Co., Los Angeles, has moved to new offices at 722 E. Washington Blvd. Telephone: Richmond 9479.

JORDAN & LoBUONO Adv., Los Angeles, has moved to new offices at 2404 W. 7th St. Telephone: Fairfax 2248.

PAUL RUSSELL, media director of BBDO San Francisco, has been made an account executive and assigned to Standard Oil Co. of California account. **LLEW JONES** has succeeded Mr. Russell as head of media department.

G. B. RICHARDSON, recently added to Foote, Cone & Belding, San Francisco, has been assigned executive on accounts of S & W Fine Foods Inc., and Hexol Inc., both of that city.

GLENN Adv. Inc., Hollywood, has moved to larger offices at 1680 N. Vine St. Telephone: Hillside 0837.

SHERWOOD ARMSTRONG has been shifted from New York to San Francisco office of Foote, Cone & Belding, in an executive capacity.

JEAN DANIELS, formerly of Jere Bayard & Assoc., Los Angeles, has joined California Fabric Co., that city, as head of newly created advertising department.

BENNETT BATES, vice president of Erwin, Wasey & Co., New York, has shifted to agency's Seattle office for several months for 1948 advertising planning of Albers Milling Co., subsidiary of Carnation Co.

NORMAN J. PARK, formerly in advertising department of Standard Oil Co. of California, has joined Allen, Clenaghen & Smith, Portland agency, as production manager.

ED KOEPKE, former account executive of KMYR Denver, has joined staff of Ben Bezoff Adv., that city.

ALAN CONNER, with Frank Wright National Adv., San Francisco, has resigned to join sales staff of Wobber Bros., printing house, same city.

D. M. (Dave) GREENE, former sales manager of KQW San Francisco, has joined Rhoades & Davis Adv., same city, as vice president.

JEAN WATSON has been shifted from New York to Hollywood office of J. Walter Thompson Co. and appointed personnel director. She succeeds **EMARIE O'DAY**, who retires after 14 years with agency.

ANTHONY La SALA, who has been with Geyer, Newell & Ganger, New York, for last 15 years, has been appointed account executive in charge of Lentheric Inc. account.

THELMA BERESIN, public relations director of Gray & Rogers, Philadelphia, is conducting a class in advertising and public relations at Palmer Business School, Philadelphia.

ALLAN H. FRY, formerly with D'Arcy Adv., New York, and during the war chief of Foreign Language section of OWI, has joined International Div. of Foote, Cone & Belding, New York.

KAY CAVENDER, formerly in public relations for Macy's, New York, has joined public relations staff of Lewis & Gilman, Philadelphia.

JOSEPH C. LIEB, account executive at Kastor, Farrell, Chesley & Clifford, New York, has been elected a vice president of the agency. Mr. Lieb formerly was an account executive at BBDO, New York.

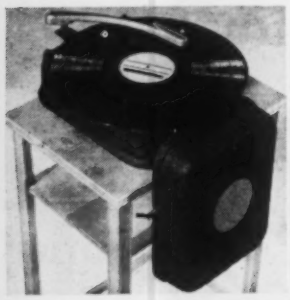
WILLIAM L. LEDWITH, formerly with Curtis Publishing Co. and Gardner Adv., has joined Walter Weir Inc., New York in executive capacity.

EDYTHE POLSTER, formerly on creative staff of J. M. Hickerson, New York, and prior to that, vice president of Albert Adv., New York, has joined Sians & Maury, New York as an account executive.

GORDON E. HYDE, president of Federal Adv., New York, has been appointed chairman of the Advertising Research Foundation's Administrative Committee in charge of Continuing Study of Transportation Adv., succeeding **OTIS A. KENYON**, chairman of board of Kenyon & Eckhardt, who recently became chairman of the Foundation's board of directors.

ROBERT H. ESTES, former head of pictorial division of the Veterans Administration, has joined McCann-Erickson Inc., Chicago.

TABBED "Joe E. Brown's Sports Almanac of the Air," new quarter-hour program featuring the comedian as commentator, has been cut by Frederick Bros., Hollywood talent service, for consideration by an unidentified prospective sponsor.



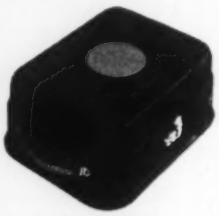
CALIFONE

New Low-Cost Professional Portable Transcription Playback Gives You Excellent Fidelity and 10 Pound Portability.

Radio stations, representatives and advertising agencies find the Califone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 17¼" transcriptions and standard records.
- Plays 33⅓ RPM and 78 RPM.
- Finest quality transcription crystal pickup—Astatic "400 Master."
- ¾ ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.



MODEL 6-A
• Low-Cost
$49.95
F.O.B. FACTORY
25% Discount to Radio Stations, Advertising Agencies and Recording Studios.

Order Califone now to audition your programs and go after that new business.

THE CALIFONE CORPORATION
4335 West 147th Street • Lawndale, California

CHNS
HALIFAX NOVA SCOTIA
THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES
ASK JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!

Open Mike

(Continued from page 42)

Telephone and Telegraph officials many months ago but no statements on AT&T's enthusiasm for the project have been forthcoming. 'We're in the telephone business,' said an Illinois Bell spokesman, 'not in entertainment. We'll lease a wire to anyone who wants one—at regular rates.'

"Receiving a two-and-a-half hour motion picture with the help of a long-distance phone line at home 30 miles from the television transmitter would involve a rather high telephone bill. McDonald said in his Phone Vision announcement that movie companies were interested in his process. On July 24 he told a meeting of Zenith stockholders that the moving picture producer 'welcomes Phone Vision.'

"As has been pointed out in a previous article, Hollywood motion pictures have been found to be the least popular type of programming for television viewers.

"A Chicago cab driver, who studies radio at night, had not analyzed Zenith's toll television system as closely as this writer . . . But the cab driver had one good basic reason why Phone Vision won't hold up the present system of television for even five minutes. 'That Phone Vision business will never work,' he declared. 'Why should people pay for something they can get from the advertisers for nothing?' "

Norman C. Lindquist
Vice President
Television Adv. Productions
Chicago 1, Ill.

* * *

Code 'Railroading' Causes Apprehension

EDITOR, BROADCASTING:

I quote from page 765 of NAB Reports: " 'There is not and there will not be any railroading of Standards of Practice,' Judge Miller assured proponents and protagonists, alike."

I like-wise quote from the NAB Reports, page 766: *"Now therefore be it resolved,* that the Board of Directors of NAB endorse and adopt the said Standards of Practice effective February 1, 1948 . . ."

From where I sit, that's railroading that even Robert R. Young would be proud of. Approximately a 24 hour schedule.

Now, before I'm shouted down by the boys in the boxseats, let me acknowledge that provision is made for the membership to register its objections to its Directors. NO PROVISION IS MADE, HOWEVER, THAT THE BOARD OF DIRECTORS WILL PAY ANY ATTENTION TO THE ACCUMULATED DISSENTS. When the Board of Directors of NAB is dominated almost entirely by representatives of large and medium network stations, consideration of objections is sure to be made—consciously or unconsciously—from their personal points of view.

I contend that such a far-reaching development in regulation of radio should be voted on, section by section, by the entire membership, in the same manner that the recent revised constitution of NAB was approved. Only by such a procedure will the small-station membership ever be convinced that the Standards of Practice is the will of the majority.

Before there are mutterings of "stuck pigs," let me say that the proposed Standards do NOT change the operation of WOAY. We have no give-away shows, no dramatizations of controversial issues, and not more than three minutes of commercial material in any 15 minute segment.

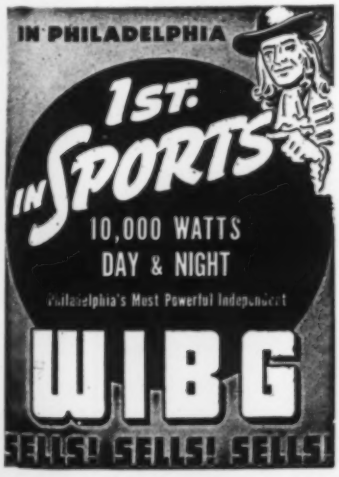
No, the basis of my objection is this: If regulation such as this can be pushed through without appeal to the democratic procedure, we small-station people have no assurance that other and more strangling prohibitions will not be forced upon us. It would be a very serious matter to non-network stations if it were decided, say, that disk-jockey shows were in poor taste, and so forbidden. Such an edict is not beyonds the bounds of possibility, as witness several stories in your columns recently.

I have come to the conclusion that if regulation is necessary—and I am not convinced that it is—I would much rather our operation were conducted by the Blue Book than by a Standards of Practice forced upon us by our large and rather mentally muscle-bound economic competitors. The FCC at least has no monetary ax to grind.

It has been said many times that the NAB is particularly concerned with the problems of large stations because a large portion of the Association's revenue naturually comes from them. Let me add that a large portion of its income comes from the many small stations, as well. The natural competitor of the small station is not the 250 watter 25 or 50 miles down the road; it is rather the regional and clear channel station 100 or more miles away. We have, I think, a great deal to gain and relatively little to lose when we set up our own organizaiton . . . if the NAB becomes *too* involved with the larger stations.

If I may paraphrase Lincoln: "The FCC must love the little stations; it made so many of them." And finally, in speaking of the FCC, it was not the small stations that were pinched by the Blue Book. One is permitted to wonder about the tremendous concern about setting up Standards so rapidly.

Harold E. Shaw
Station Manager
WOAY Oak Hill, W. Va.



HARVEY was there, too. These stand-up placecards were distributed at the NAB convention by RMA and NAB to promote Radio Week, Oct. 26-Nov. 1. About six inches high—with ears—front of card carries the challenge, "Multiply Listernship—Reach More Ears." Other side tells about National Radio Week.

WOODYARD'S NEW PACT COVERS WHOO OPTION

A CONTRACT providing for Ronald B. Woodyard to serve WHOO and WHOO-FM Orlando as a radio consultant for three years at a total compensation of $28,875 has been signed by Mr. Woodyard and Orlando Daily Newspapers Inc., WHOO licensee.

The contract replaces an agreement dated Jan. 5, 1946, under which Orlando Daily Newspapers, then an applicant for construction permits, agreed to make a 25% stock interest available to Mr. Woodyard for $25,000. The new contract provides that Mr. Woodyard release Martin Andersen, chief owner of Orlando Daily Newspapers and WHOO, of all claims under the January 1946 agreement.

Mr. Woodyard formerly owned WINK Fort Myers, Fla., and now owns 45% of WIZE Springfield, Ohio, and has lesser stock interests in Sky Way Broadcasting Co., FM grantee and AM applicant at Columbus, Ohio; in Skyland Broadcasting Co., AM and FM applicant for Dayton, and in Elyria-Lorain Broadcasting Co., which has won proposed decision for both AM and FM in Elyria, Ohio. Under the new contract with WHOO, he will receive $10,000 for serving as consultant in 1948, $10,000 for 1949, and $8,875 for 1950.

AGAIN C. E. HOOPER says:
"WCPO is FIRST in CINCINNATI"

AGAIN NO OTHER HAS MORE LISTENERS

AGAIN WCPO RATES 1st IN LISTENERS

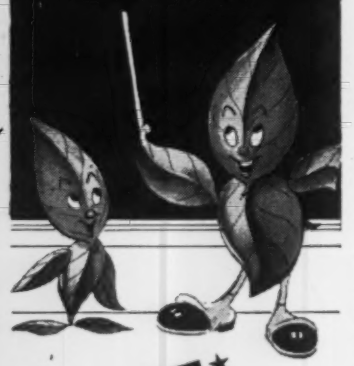
AUGUST 1947 HOOPER INDEX	WCPO	NETWORK STATION 'B'	NETWORK STATION 'C'	NETWORK STATION 'D'	STATION 'E'
TOTAL RATED TIME PERIODS	30.6	12.2	15.2	22.8	18.2

ASK BRANHAM FOR FIGURES

Affiliated with the CINCINNATI POST

WCPO

TO SELL EASTERN NORTH CAROLINA YOU HAVE TO KNOW YOUR A B C's



WRRF★
5000 WATTS, 930 KC
WASHINGTON, N. C.

★WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

If you want to cash in on sales in the "as good as gold" market of Eastern North Carolina, you have to know your ABC'S . . . WRRF and WRRZ. These stations of the Tar Heel Broadcasting System effectively blanket the rich agricultural belt in this area.

Their primary daytime listening area contains 31 counties with a population of 922,353 persons who own 135,510 radios. In addition there is a large "bonus" audience in the secondary listening area of WRRF and WRRZ.

Last year's bright leaf tobacco crop in this wealthy region sold for $245,459,006, and tobacco is just one of the crops raised in fertile Eastern North Carolina.

The listeners in Eastern North Carolina keep their dials tuned to their regional Tar Heel stations, WRRF and WRRZ, to hear outstanding local programs and the top programs of ABC.

Your sales program on WRRF in Washington, N. C., and WRRZ in Clinton, N. C., always will be augmented with effective merchandising by the Tar Heel Broadcasting System. For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

ALLIED ARTS

IRVING KANE has announced his resignation as president of Viewtone Television and Radio Corp. to become president and general manager of newly-organized Clear-Vu Television Corp., New York. Clear-Vu video line of consoles and consolettes priced from $399.50 to $750 was displayed at press showing in Park Central Hotel, New York. Mr. Kane said that for the present he will continue as chairman of Viewtone board.

SOUND APPARATUS Co., New York, has appointed Harris Pound of Montreal, Canada as its Canadian representative.

SYLVIA JAMES, freelance writer and actress, has joined Community Chest of Philadelphia public relations department as a writer in the radio division.

NORMA GILCHRIST, formerly of Smith, Bull & McCreery Adv., Hollywood, has opened her own fashion publicity service at 250 N. La Peer Dr., Beverly Hills.

MAURICE MORTON, for past 12 years with William Morris Agency, Beverly Hills, Calif., program packager and talent service, has resigned effective Oct. 6 to establish his own business as producer and personal manager.

TRAILING THE BLAZE Inc., new program packaging firm, has been formed with **WILLIAM V. O'CONNOR**, Los Angeles attorney, as president and **HAL STYLES**, Hollywood commentator-producer, corporation secretary. Headquarters are at 8800 Wilshire Blvd., Beverly Hills. Firm will build both live and transcribed shows.

CANADIAN MARCONI Co., Montreal, has been appointed Canadian distributor of recording equipment made by Wilcox-Gay Corp., Charlotte, Mich.

OWEN NANGLE, account salesman for Zenith Radio Distributing Corp., has been appointed district sales manager of Zenith Radio Corp. serving lower Michigan and Indiana. He succeeds **WILLIAM H. BOYNE**, who has been named general manager of Zenith Radio Distributing Corp.

RALPH B. AUSTRIAN, former president of RKO Television Corp., now vice president of Foote, Cone & Belding in charge of television, continues to serve RKO companies as video consultant both on home and theatre television, according to **NED E. DEPINET**, vice chairman, who announced that RKO Television Corp. will continue to create and package film shows for video stations, advertisers and agencies.

ROBERT J. BURTON, house counsel of BMI, has been elected vice president of industry-owned music licensing organization in charge of publisher relations. He also continues his legal duties.

SYDNEY H. KASPER, former director of publications division of the National Housing Agency, has joined Mitchell McKeown Organization, Chicago public relations firm.

MURRAY R. RAYMOND has been appointed vice president of Associated Broadcasting Co. Ltd., Montreal, and will be in charge of operations in Ontario. Company makes recordings and operates Muzak franchise in eastern Canada and northern New York State.

FRANK DANZIG, manager of Command Radio Productions, Hollywood, program packager and producer, is the father of a girl born Sept. 20.

JACK H. FRANKEL has been appointed general manager of Bagdad Television Co., New York. Mr. Frankel formerly was with Columbia Records' order department.

ESTEBAN TERRADAS, linguist, engineer and recent appointee to "Academia de la Lengua Espanola" of Madrid, has joined Spanish Copywriters Assn. of New York.

GEORGE F. DEVINE, with General Electric Co. since 1935, has been appointed commercial engineer of Specialty Div. of GE's Electronics Dept., Syracuse, N. Y.

RUSSELL L. HARMON Jr. has been appointed Cincinnati sales representative for U. S. Television Mfg. Corp., New York, and also will be service agent for UST in that area.

FINLEY TRANSCRIPTIONS Inc., Hollywood program packager, has expanded activities to include distribution and sales of outside shows for other producers who are without such organization or facilities of their own. Firm has acquired sales representation of several transcribed properties of **TRANSRADIO PRODUCTIONS Inc.**, Boston.

NO HIGH PRESSURE
Advertising Consultant Used
—By New 250-w WKOB—

WKOB, new 250-w daytime independent on 860 kc at North Adams, Mass., reports that it went on the air recently "in the black" without a time salesman. Station uses what it calls "an advertising consultant" and avoids anything that resembles high-pressure methods.

WKOB's sponsored programs outnumber its spot contracts by a 5-1 margin, and the station, after only 13 days on the air, was carrying five package shows, each of them sponsored, according to E. B. Cureton Jr. of Citizens Broadcasting Co., WKOB licensee. Three of the sponsored shows are 15-minute programs across the board and two are half-hour packages for Sunday afternoon. Station has adopted a policy of absorbing the cost of transcribed features, Mr. Cureton states.

Before taking the air the station ran into technical difficulties in connection with erection of its 251-ft. tower in a swamp. Supporting the tower, Mr. Cureton reports, is a foundation containing 72 tons of concrete and reinforcing steel and supporting the foundation are nine 35-ft. piles.

CHNC New Carlisle, Que., has increased power to 5 kw with directional array on 610 kc., it is announced by Radio Branch, Dept. of Transport, Ottawa. CKPG Prince George, B. C., has moved to 550 kc from 1230 kc.

AUGUST TREND OF SET OUTPUT TURNS UPWARD

OUTPUT of radio receiving sets turned from its three-month downward trend in August when manufacturer members of Radio Manufacturers Assn. produced 1,265,000 units of all types. This brings the year's total to 11,031,935 sets.

Showing an upswing toward April's peak was the production for the work week ended Aug. 29, amounting to 363,429 sets as against 268,896 in the first week of the month.

Output of AM-FM receivers totaled 72,014 in August compared to 70,649 in July. The total consisted of 8,653 table models, 178 consoles and 63,183 radio-phonograph console combinations.

Television receiver production in August rose sharply from July, to a new monthly record, reaching 12,283 units for the four weeks against 10,007 for the five-week period in July. Television sets consisted of 7,984 table models, 2,181 direct-viewing consoles; 92 projection consoles; 2,008 direct viewing radio-phonograph combinations, 18 projection phonograph combinations.

RMA members produced 273,380 auto radios in August, 149,150 portable radios and 26,080 table model battery sets.

KEX Transmitter

CONSTRUCTION on the new 50-kw transmitter for KEX Portland, Ore., is nearing completion. The new building is a modern single-story structure with the interior decorated in pastel colors. Heat radiated from the transmitter will warm the offices in the winter and special ventilators will control the heat supply during the summer. Six 3⅛-inch copper tubes extend from the transmitter site to the three 450-foot Blaw-Knox towers, and 162,000 feet of copper wire is buried beneath the ground. An auxiliary diesel powered generator is being installed to be used in emergencies arising from power failure.

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.
The Shreveport Times Station

TAFT TELEVISED

GOP Leader Appears on WBKB Before Western Swing

SEN. ROBERT A. TAFT apparently does not share the concern of some big-wigs of both major parties concerning possible effects of telecasting the features of candidates for public office. Before starting his swing through the West the Republican leader made an appearance on WBKB Chicago's *Streamliner Parade*, Tuesday night show consisting of interviews with passengers departing from Chicago on the streamliner, "City of Los Angeles."

The 20-minute program, closing with the train's departure, is handled by a remote camera crew in the Chicago and North Western Railway station, Chicago.

Senator Taft was interviewed by Joe Wilson, m.c. of the show, which was prepared by David P. Lewis of the Caples Co., advertising agency for the two railroads which sponsor it, the North Western and the Union Pacific. Also appearing on the program were Catherine Littlefield, choreographer for Sonja Henie ice shows; Frank Gervasi, associate editor of *Collier's*, and Tappan Gregory, president-elect of the American Bar Assn.

New Labor Law Influences Nets' Session with RDG

NETWORK officials meeting with the Radio Directors Guild last week in New York indicated to the Guild that they strongly felt that legally they did not have to bargain with them for a director's contract (outside of staff) because of the Taft-Hartley Law.

The meeting occurred after a lapse of seven weeks during which time the Guild held local meetings, as a result of which the New York and Los Angeles branches backed the negotiating committee with a strike vote while the Chicago local refused to support the strike stand.

At the conclusion of Monday's meeting, the networks agreed to hold another meeting but no definite date was arranged.

NEWS

JULIAN BENTLEY, who resigns Oct. 10 as news chief of WLS Chicago, after 17 years with the station, will join WBBM Chicago, as newscaster Oct. 13. Mr. Bentley will take over station's 8:45-9 a.m. newscast period Mon.-Fri., and will have an additional news program, details of which will be announced later.

ROSS GORDON, formerly with WSPA Spartanburg, S. C., WWL New Orleans and WTAD Quincy, Ill., has joined KMOX St. Louis, as sports announcer.

BARRY COLEMAN, announcer of KFEL Denver, has been appointed a member of station's news staff.

CLETE ROBERTS, director of public affairs for KMPC Hollywood, has been elected president of Radio News Club for ensuing year. **JACK BECK**, CBS news editor, has been elected vice president with **BILL BURNS**, ABC news writer, secretary-treasurer. Board of directors elected include **GEORGE LEWIN**, supervisor of KMPC newsroom; **FRED HENRY**, KLAC program director; **CHET HUNTLEY**, CBS director of public affairs; and **KERWIN HOOVER**, KFI news writer. **MAURIE STARRELS**, news writer of KMPC, was appointed publicity chairman.

Mr. Roberts

CLIFTON UTLEY, NBC commentator recently returned from Europe, Sept. 23 embarked on a lecture series, opening with an address before Council of Foreign Relations in Chicago.

BOB SCHWARTZ and **BOB SEAMAN** will head the newly-organized special events department of KWSC Pullman, Wash.

GIL KINGSBURY, chief of Washington news bureau of WLW Cincinnati, was scheduled to leave Sept. 26 for London to make a five-week tour of the British Isles. He will report daily to WLW via Atlantic cable and his reports on the economic situations of Britain will be aired by WLW, with some reports scheduled for broadcast on WINS, Crosley's New York outlet.

JACK RYAN, manager of NBC Central Division's press department, will lecture at a series of five seminars on radio broadcasting at the U. of Montana's School of Journalism in Missoula Oct. 20-25. He will speak on all phases of radio, including history, programming, news and documentary broadcasting.

SID TEN EYCK, formerly with WLW Cincinnati, WING Dayton and WHCU Cornell-Ithaca, has joined KSAN San Francisco, as special events director.

FRANK LEAHY, coach of U. of Notre Dame, has been signed as sports adviser of WJR Detroit.

FRANCIS K. DAVIS Jr., weather authority, has been signed by WFIL Philadelphia, to serve as station's weather forecaster and broadcaster.

GEORGE L. KETCHAM, veteran newspaper man, representing KTUL Tulsa and KOMA Oklahoma City, attended the opening of the UN Assembly in Flushing Meadow, N. Y., and supplied background and interviews for broadcast by the two Oklahoma stations. Daily accounts of proceedings were wired to news departments of KTUL and KOMA to supplement regular wire reports.

BOB BUGDANOWITZ, newscaster of KFEL Denver, has received the Tau Epsilon Phi extra-curricular activities key for 1947, award given by fraternity to one college student throughout the U. S. who most actively participates in collegiate activities.

TRIS COFFIN, of ABC's Washington news staff, has been assigned to cover CIO Convention to be held in Boston, Oct. 13-17, and **JAMES ABBE**, of network's Pacific Coast news staff, has been assigned to AFL Convention in San Francisco, Oct. 6-17.

PRESS NEWS Ltd., Toronto, now servicing 73 Canadian stations, will hold fall board meeting at Vancouver during week of Sept. 27.

L.A. AFRA Elections

LOS ANGELES AFRA members have elected Knox Manning, CBS newscaster, local president. Other officers are Ken Carpenter, first vice president; Frank Martin, 2nd vice president; Earle Ross, third vice president; John (Bud) Heistand, fourth vice president. Allan Watson is recording secretary and Stanley Farrar, treasurer. New board members are Ken Christy, Stanley Farrar, Will Wright, Georgia Backus, Tyler McVey, Virginia Gregg and Hal Berger representing actors; Knox Manning, Del Sharbutt and Bud Hiestand for announcers; and Allan Watson for singers.

Bland Promoted by CBS To Head Special Events

LEE BLAND, formerly CBS supervisor of network operations, has been appointed CBS director of special events, it was announced last week by Wells Church, director of news broadcasts for the network.

A native of Crewe, Va., Mr. Bland came to CBS as network operations supervisor in 1941. Previously he had been an announcer for WKRC Cincinnati and program manager of WFMJ Youngstown. He worked closely with Norman Corwin in producing the *One World Flight* series, supervising recording operations for the documentary.

KWIL Albany, Ore., has received recognition from the Albany Junior Chamber of Commerce and the U. S. Junior Chamber of Commerce in the form of an award of appreciation for the service rendered to them.

THE QUALITY STATION

WDUN

GREEN BAY, WIS.

BEN LAIRD, PRES.

DAY and NIGHT

COMPLETE METROPOLITAN COVERAGE

WRITE TO NATIONAL REPRESENTATIVE TAYLOR-HOWE-SNOWDEN Radio Sales

"What are you WAITING for?"

Northwest Iowa's Mutual Station

KICD

SPENCER-ESTHERVILLE, IA.

A TAYLOR-HOWE-SNOWDEN STATION

FOR COMPLETE COVERAGE OF THE WASHINGTON, D. C. MARKET —

WOL

A COWLES STATION

5000 WATTS

Represented Nationally by THE KATZ AGENCY

PROMOTION

THUMB-NAIL sketches of personalities appearing on WTOP Washington are featured in colorful brochure released by that station. Cover of brochure is headed "Top Hats Don't Rate in Washington" and presents drawing of a stately gentleman attired in top hat and tails being ignored by the lady he pursues. Inside spread carries banner, ". . . But You Can Turn Heads in Washington With WTOP Talent," running above drawing of the same lady listening intently to a WTOP mike man. Thumb-nail sketches of ten station personalities are presented with a reminder to contact WTOP "if you want to turn Washington to your product . . ."

Football Schedules

TO PROMOTE INTEREST in its broadcasts of football games of the College of the Pacific and Stockton High School teams, KWG Stockton, Calif. is distributing football schedules made in shape of small football. Distribution is made through schools and seven Turner Hardware Co. stores, sponsors of the games.

Records for History

ON-THE-SPOT programs recorded directly from the plants of a dozen or more leading North Carolina industries —textile plants, hosiery mills, dairies, poultry farms, apiaries, etc.—are being planned by WBIG Greensboro. After programs have been broadcast from WBIG and WILX North Wilkesboro, they will be filed as a permanent educational record in the N. C. State Dept. of Archives and History at Raleigh, so that years from now students may use them in the historical study of industry in North Carolina. Thus, in 2047 if you have forgotten how nylon hose was made, these WBIG records will show you.

Fair Remotes Featured

HIGHLIGHTS of 18 remote broadcasts by WISN Milwaukee from the Wisconsin State Fair are featured in four-page brochure produced by that station. Titled "WISN Covers the Wisconsin State Fair," brochure reviews the exposition by means of story and photo. Short stories are included to give background material of principal events of WISN coverage and photos are used liberally throughout.

FM Do's and Don'ts

SPECIALLY prepared FM quiz pamphlets explaining complete background of frequency modulation, the do's and don'ts on FM and information concerning WCSI (FM) Columbus, Ind., are being distributed by that station. A reminder which reads: "Your radio is truly obsolete unless it has FM. FM is not COMING, it is HERE," is printed across booklets, which are delivered to merchants for displays and give-aways. WCSI (FM) has also prepared complete instructions on the construction and proper erection of the dipole antenna for FM sets in a leaflet that is distributed to radio merchants within a 100-mile radius of station.

Educational Program Schedules

EDUCATIONAL programs designed for primary grades, upper elementary, junior and senior high school students have been prepared by WCAE Pittsburgh and fall-winter schedules have been distributed to public, private and parochial elementary and junior high schools, all libraries, parent-teacher groups, safety council groups and educators in the WCAE coverage area. Two additional programs, "Safety Roundtable" and "Democratic Citizenship" have been added to the schedule, with "Safety Story Lady." As the folder indicates, "Let's Tell A Story" and "Nature Stories" are wire recorded in the classrooms of the different schools prior to broadcast time. This gives the students an opportunity of actually participating in a broadcast as well as adding to the educational value of programs.

Radio Week Contest

CONTEST awarding prizes of $100, $50 and ten radios will be conducted by Cincinnati Electrical Assn. during National Radio Week, Oct. 27-Nov. 2. Contestants must complete the statement, "I would like to have a ____model because____." Models included are, table top, portables, table combinations, console combinations and chairside types. To be eligible, contestants must get entry blank from a dealer. Contest slogan, "For Personalized Pleasure, a Radio for Every Room," ties in with the merchandising program of Radio Manufacturers Assn. which emphasizes individual set ownership.

Samples to Phone-Girls

ON THEORY that switchboard operators at affiliated stations are the logical point for queries relative to a premium offer, CBS Hollywood promotion department mailed each such employe a sample of the "ball-point pen" offered by Rancho Soups on network's regional "Meet The Missus." Along with each pen went a letter explaining that the pen enclosed was that which listeners would be seeking for 25 cents and a Rancho Soup label.

Sport Sheet

REPRINTS from various trade journals of articles dealing with sports coverage of WHN New York, are presented on promotion sheet issued by that station. Sheet is headed, "Winner and Still Champion!" and states that year after year, WHN has more listeners through its top sports coverage. Letter attached to the sheet explains that sponsorship of all play-by-play broadcasts is sold out, but some adjacent periods and program ideas are still available.

WBIG Playing Cards

DECK of bridge cards has been sent to the trade by WBIG Greensboro, N. C., as latest in its series of promotion stunts. Cards are attractively designed and carry a WBIG message on the back.

Bookcovers Distributed

SCHOOL CHILDREN attending schools in Vancouver, New Westminister, Lower Fraser Valley and Vancouver Island, have received schoolbook covers distributed by CKNW New Westminister, B. C. Covers are printed on strong kraft paper and contain layout of photos of CKNW personalities. Call letters are displayed and space is provided for the student to write his name, school and book title on the front face of the cover.

Agency Coverage Map

UNUSUAL adaptation of the coverage map technique is employed by Robert S. Keller Inc., radio sales promotion company, in a new promotion piece which includes a map of midtown New York, showing location of the city's leading advertising agencies and Mr. Keller's coverage of them. Map is accompanied by financial breakdown, showing number of agencies, radio agencies and timebuyers in each section, with billings for all media and for radio.

Video Booklet

FIRST ISSUE of "Pipeline," a mimeographed booklet to be sent out monthly by Harvey Marlowe Television Assoc., contains sketches of a number of radio and television editors and writers, plus the requirements of their publications, for the benefit of publicity men new to the field.

KABC Dealer Promotion

POINT-OF-PURCHASE campaigns have been prepared by KABC San Antonio for various sponsors of station's programs and spots. Window and display posters printed by silk screen process have been prepared for Colgate's Vel and Dental Cream and a number of large window cards were designed for Posts Corn Toasties dealers. To promote "Lew Parker Comedy," sponsored on KABC by Mennen, station has prepared 14 displays in leading San Antonio drug stores.

KXOK Survey

TELEPHONE SURVEY conducted by Edward G. Doody Co. at request of KXOK St. Louis is subject of mailing piece distributed to 1,000 agencies and advertisers by KXOK. Survey covered 30-county area surrounding St. Louis, and is presented in colorful folder. Cover of mailing piece shows drawing of carnival barker and is headed "KXOK Has Plenty to Shout About."

Fitch Contest

UPON RETURN of Phil Harris and Alice Fay to the "Fitch Bandwagon" on NBC Oct. 5, F. W. Fitch Co. will announce a new product, Creme Shampoo, and a contest in which over $35,000 in prizes will be awarded over a period of four weeks. Weekly prizes include Frazer Manhattan Sedan, Kaiser Sedan, five Universal electric ranges, three Amana Home Freezers, two Voss electric washing machines and 30 Universal electric blankets. Contestants are given choice of completing in 25 words or less, one of two sentences; one concerning new Creme Shampoo, and the other on Fitch's Dandruff Remover Shampoo.

Increased Power

SIMULTANEOUSLY with first day's operation with 50 kw, KCMO Kansas City mailed over 2,000 promotion folders to national and local trade people. Printed in blue on a white background, folder describes KCMO's operation with the increased power. Station's trademark character, "Ex-panding Mid-America," is featured throughout the mailing piece, which is headed "KCMO Is Up To 50,000 Watts."

Dog Contest

IN CONJUNCTION with National Dog Week, WMT Cedar Rapids gave away a springer spaniel puppy to the person who wrote the best letter on "Why I want a springer spaniel." Contest was promoted on Tait Cummins' sportscast. Dog was in local sports goods store window every day during the contest with sign calling attention to contest, and the sports show.

'School of the Air' Review

ILLUSTRATED brochure announcing beginning of the 18th consecutive year of "Columbia's American School of the Air" has been issued by CBS. Four-page brochure reviews format of the series and lists awards won by the programs. Series for 1947-48 season will consist of five programs: "Liberty Road" on Mondays; "Tales of Adventure," Tuesdays; "The March of Science," Wednesdays; "Gateway to Music," Thursdays; "Opinion, Please," Fridays.

NBC Comic Book

USE of a 16-page comic book, which tells the behind-the-scenes story of the development of a radio program on NBC, was announced Sept. 12 by Charles P. Hammond, NBC director of advertising and promotion, at the NBC Convention in Atlantic City. Initial printing will be 1,250,000 and will be distributed by NBC offices and affiliates as well as by an insert in *Scholastic* magazine to reach school audience. Also in preparation is an NBC motion picture story of radio at work, Mr. Hammond revealed.

Southern FM Net Formed

WRAL-FM Raleigh, N. C., is serving as key station for a southern FM network of some 25 stations which carry broadcasts of the football games of Duke, Wake Forest, North Carolina State and U. of North Carolina originating at WRAL-FM. Hookup is partly by wire line and partly by relay, with some stations picking up the broadcasts of others and rebroadcasting them. WRAL-FM celebrated its first anniversary early in September by going to full power as a Class B station and by broadcasting a special 2½-hour program which included pickups from six other FM stations in the Carolinas and Virginia, received by direct pickup and without use of any wire line.

SPONSORS

JOHN C. HOLME, former product advertising manager of Libby, McNeill & Libby, Chicago, has joined Frank-lin Baker Division of General Foods Corp., Hoboken, N. J., as merchandising and advertising manager. Prior to his association with Libby, Mr. Holme did creative and research work for William Esty Agency, New York.

J. A. STRAKA, who had been executive vice president with Yardley of London Inc., has rejoined Colgate-Palmolive-Peet Co., as vice president and general manager of the Toilet Articles Dept.

CLIFFORD WINANS, formerly with Don Juan Co., has joined company in Syndicate Store Sales Dept.

DIXIE MILLS Co., East St. Louis, Ill., has appointed Oakleigh R. French & Assoc., St. Louis, to handle advertising. Radio will be used.

SHERMAN & MARQUETTE, Chicago, is extending spot campaign for Dr. W. B. Caldwell (laxatives) to include approximately 50 markets with one-minute spots. Station list is not yet completed.

PURITY BAKING Co., thru Young & Rubicam, Chicago, is preparing for fall campaign on behalf of Grennan Cakes but is expected to drop further radio advertising for Tastee Bread until Jan. 1. New budget at that time will permit more extensive use of radio.

PAN AMERICAN BROADCASTING Co., New York, has announced sale to **LAMBERT PHARMACAL Co.** of a half hour recorded program on Radio Mozambique, South Africa's only commercial station, through National Export Adv. Service. Effective Oct. 3, contract is for 52 weeks.

DADS ROOTBEER Co., Chicago (Old-Fashioned root beer), is stepping up its spot announcement campaign over Chicago stations. Company, which recently ordered renewal of series of chainbreaks on WENR Chicago, is now averaging about 50 breaks and spots per week on WENR WCFL WGN WJJD WAIT WIND, with prospects of increased use of radio after Jan. 1.

VALLEY MARKET TOWN, Van Nuys, Calif. (new 50-unit shopping center), has appointed Jim Ward & Co., Hollywood, to handle its advertising. Radio will be used.

FIRESTONE TIRE & RUBBER Co. of Canada Ltd., Toronto, used spot announcements on all Canadian stations to announce reductions in tire prices. Agency: Russell T. Kelley Ltd., Hamilton, Ont.

MARINE ELECTROLYSIS ELIMINATOR Co., Seattle (Red Devil soot remover), in a fall campaign covering major markets in 11 Western states and Canada, along with other media, has started weekly schedule of transcribed announcements with participation in homemakers' and farm programs. Besides Seattle, markets include Spokane, Portland, Salt Lake City, Denver, Omaha, Minneapolis-St. Paul, Duluth-Superior, and other points in indicated territories. Agency: Gerth-Pacific Adv., Seattle.

DAVID VAN ALSTYNE Jr., senior partner of Van Alstyne, Noel & Co., has been appointed a director of Bowman Gum Inc., Philadelphia.

PERFECTION CORSETS Co., Ltd., Quebec (foundation garments), has started spot announcement campaign on a number of Canadian stations. Agency: R. C. Smith & Son, Toronto.

H. K. WAMPOLE Co., Perth, Ont. (proprietary), has started spot announcement campaign on a number of Canadian stations. Agency: MacLaren Adv., Toronto.

HOLLEB & Co., Chicago (food house distributor), has scheduled use of 122 one-minute spot announcements on Chicago stations, WIND WCFL WAIT WJJD during month of October to promote 28th anniversary of its products. Agency: Kuttner & Kuttner Inc., Chicago.

G. REED SCHREINER, assistant director of advertising of U. S. Steel Corp. of Delaware, has been appointed director of advertising to succeed **CHARLES R. MOFFATT,** who will retire Sept. 30 [BROADCASTING, Sept. 22]. Mr. Schreiner has been with U. S. Steel for 28 years.

ARTHUR GODFREY (center) is about to sample some Mason's Pecan Cocoanut candy, the product now advertised on his WCBS New York show. Handing out the sweets is Fred E. Magenheimer (l), secretary of the Mason Candy Co., while Frank Dyson, account executive of More & Hamm Inc., waits for his sample.

R. J. REYNOLDS CO. has renewed both its Camel Cigarettes shows on CBS for 52 weeks. Renewal of the "Vaughn Monroe Show" is effective Oct. 4. The "Bob Hawk Show" was renewed effective Sept. 29. Agency for both is William Esty & Co., New York.

CANADA STARCH Co. Ltd., Montreal (corn syrup), has started transcribed program "Boston Blackie" weekly on 33 Canadian stations. Agency: Vickers & Benson, Montreal.

HERBERT B. TAYLOR, former sales and advertising executive of Northwestern Yeast Co., Chicago, has joined Consolidated Royal Chemical Corp., Chicago, as director of sales and advertising.

DR. GEORGE KEITH FUNSTON, president of Trinity College, Hartford, Conn., has been elected a director of General Foods Corp., New York.

THE BVD Corp., New York, has increased its sponsorship of weather reports on WNBT New York, NBC video station, during the football season. In addition to its regular Thursday night weather reports firm also will present spot announcements prior to nine New York Giants professional football games. Agency: Grey Adv., New York.

COMMONWEALTH EDISON Co., Chicago, Oct. 1 renews for 52 weeks three-per-week schedule of chain breaks on WMAQ Chicago. Company is currently running five per-week, over 52-week periods, on other Chicago stations, WLS WENR WGN WIND. Agency: J. R. Pershall Co., Chicago.

WASHINGTON STATE FRUIT COMMISSION, Seattle, with an appropriation of $25,000, is using spot radio along with newspapers to advertise Washington peaches, Bartlett pears and prunes. Agency: Pacific National Adv., Seattle.

BROWN & HALEY CANDY Co., Tacoma, in campaign to promote Yankee Toffee, a new candy, is using spot announcement schedule on Pacific Northwest stations. Agency: Honig-Cooper Co., Seattle.

EVANS PEN Corp., Hollywood (fountain pen), has appointed Capka, Kennedy & Duke Adv., that city, to handle national advertising. Radio will be used.

L. B. LABORATORIES Inc., Los Angeles (hair tonic, shampoo), in addition to regional spot campaign, on Oct. 5 starts for 13 weeks "Quiz of Two Cities" on 2 Don Lee Calif. stations (KHJ KFRC), Sun., 7:30-8 p.m. (PST). Agency: The Mayers Co., Los Angeles.

DON JUAN Co., Los Angeles (men's sport shirts, Roy Rodgers shirts), has appointed Raymond Keane Adv., Los Angeles, to handle national advertising. Radio is being contemplated.

OPTIMIST CLUB, St. Louis, Mo. (international juvenile delinquency service club), has appointed Irwin-McHugh Adv., Hollywood, to handle advertising and publicity for Optimists Week, Oct. 5-11. Radio will be used nationally.

HELMS BAKERIES, Los Angeles (bread chain), Sept. 24 started weekly quarter-hour "Four Quarters in Football" with **PAUL SCHIFFLER** on KNX Hollywood. Contract is for 12 weeks. Firm also started on that date spot announcement campaign for 13 weeks on KNX KFI KECA KHJ KMPC KFWB KFAC KLAC KFOX KWKW. Agency: Dana Jones Co., Los Angeles.

MILLER'S HONEY Co., Alhambra, Calif. (bottled honey), in fall campaign, Sept. 22 started daily spot announcement schedules on KIEV KFVD KMPC KRKD KGER, with expansion planned. Contracts are for 13 weeks. Agency: Glasser-Gailey Inc., Los Angeles.

TONI Co., St. Paul, Minn. (Toni home permanent waves), has appointed Spitzer & Mills, Toronto, to handle radio advertising in Canada. Plans for campaign have not yet been announced.

NETWORK ACCOUNTS

New Business

THE BOSCO Co., New York, Oct. 11 begins "Land of The Lost" on ABC, Sat. 11:30 a.m.-12 noon. Agency: McCann-Erickson, New York.

H. J. HEINZ Co., Pittsburgh (57 Variety Foods and Sweri Suds), Sept. 1 started for 52 weeks "Nine O'Clock News with Nelson Churchill" on Yankee Network, Mon., Wed., Fri., and Sept. 23 signed same program on Tues., Thurs., Sat. for 52 weeks. Agency: Maxon Inc., Detroit.

COLE MILLING Co., Chester, Ill., Oct. 5 begins for 39 weeks "Ernie Lee's Omega Show" on 62 MBS stations and 3 southern outlets, Sun. 3-3:30 p.m. Point or origination is WLW Cincinnati. Agency: Gardner Agency St Louis.

PACKARD MOTOR Co., Detroit, has started series of one-minute participations in Yankee Network News Service on Yankee Network, Mon.-Sat. 6-6:10 p.m. Packard also has signed with Yankee for series of spot announcements on WNAC WEAN WAAB WONS WMTW. Agency: Young & Rubicam, New York.

DOW BREWERY Ltd., Montreal, Sept. 22 started "Dow Award Show" on 3 English and 9 French stations in Quebec province, Mon. 8:30-9 p.m. on English, and Mon. 8:30-8:55 p.m. on French stations. Agency: MacLaren Adv., Montreal.

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive Corn syrup), Oct. 18 starts "Wes McKnight Sportscasts" on 26 Trans-Canada Network stations, Sat. 6:45-7 p.m. Agency: McConnell, Eastman & Co., Toronto.

COCA-COLA Ltd., Toronto, Oct. 5 starts "The Pause That Refreshes" on 30 Dominion network stations, Sun. 6:30-7 p.m. Agency: D'Arcy Adv., Toronto.

GURNEY FOUNDRY Co., Toronto (stoves), Oct. 7 starts "Au Coin du Feu" on 9 CBC French network stations, Tues. 7:30-8 p.m. Agency: Harry E. Foster Agencies, Montreal.

Renewal Accounts

PHILCO Corp., Philadelphia, Oct. 17 renews "Burl Ives Show" on MBS, Fri. 8-8:15 p.m., for 52 weeks. Agency: Hutchins Adv., New York.

BRISTOL-MYERS Co., New York, Oct. 3 renews for 52 weeks "Break the Bank" on ABC, Fri. 9-9:30 p.m. Agency: Doherty, Clifford & Shenfield, New York.

STANDARD OIL of CALIFORNIA, San Francisco (Chevron gas), Sept. 19 renewed for 52 weeks "Let George Do It" on 43 Don Lee Pacific stations, Fri., 8-8:30 p.m. (PST), plus 9 Intermountain stations, Fri., 9-9:30 p.m. (MT). Agency: BBDO, San Francisco.

IMPERIAL TOBACCO Co., Montreal (Sweet Cap cigarettes), Oct. 1 renews "Light Up and Listen" on 39 Dominion network stations, Fri. 9-9:30 p.m. Agency: Whitehall Broadcasting, Montreal.

WILDROOT Co., Buffalo, N. Y. (hair tonic), Nov. 15 renews for one year "King Cole Trio Time" on 32 Dominion network stations, Sat. 5:45-6 p.m. Agency: BBDO, New York.

Net Changes

PHILIP MORRIS Ltd., New York (Philip Morris cigarettes), Oct. 19 drops "Crime Doctor" on CBS, Sun., 8:30-9 p.m. Agency: Biow Co., New York.

COLGATE-PALMOLIVE PEET Co., Toronto (Colgate products), Sept. 23 changed "La Mine d'Or" from 7 CBC French network stations to CKAC and CHRC, Tues. 8:30-8:55 p.m. Agency: Spitzer & Mills, Toronto.

WROM Rome, Ga., has moved into studios formerly occupied by WBIX which ceased operation Aug. 15.

Something to Crow about!
$52,000 worth of business
from $1300 worth of announcements
on CHANTICLEER!
That's the success story of an implement dealer who had a one-a-week announcement during 1946—something to really crow about!
Chanticleer
6:15-7:00 a.m. Monday through Saturday
WGY Schenectady, N. Y.
GENERAL ELECTRIC

KFMB sells SAN DIEGO

From AM to PM with AM and FM, KFMB keeps pace with growing San Diego . . California's 3rd city . . America's first in per capita retail sales. It's the "listening hub" of his great market—right in the center of 460,000 people —all within 15 miles of our antenna, that is!

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

TESTIMONIALS

We Got 'Em!

VARIETY
"America's Foremost Singers of Western Songs"

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, *at cost* is an attractive song book for give-away or self-liquidating offer.

Write or Wire for Complete Details

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION
Geo. E. Halley, Mgr. Syndicated Features
PICKWICK HOTEL, KANSAS CITY 6, MO.

WINTHROP SHERMAN, announcer at WOL Washington, will resign in October to become program director of KLEE, new 5-kw outlet on 610 kc expected to begin operations at Houston, Tex. in January. Mr. Sherman previously was with KNOW Austin, WACO Waco, WBAP Fort Worth and KMOX St. Louis.

AL OWEN, chief announcer of WMID Atlantic City, in addition to present duties, has been appointed program director, succeeding **RALPH SILVER,** who resigned to join WTHT Hartford.

BOB DONNELLY, formerly with KECA Hollywood, has joined WMID as traffic and continuity director, and **JACK KENWARD,** formerly with WHAL Shelbyville, Tenn., has joined announcing staff.

CORINNE HOLT RICKERT, former production manager at KUOM Minneapolis and continuity director at WCCO that city, has joined staff of Radio Dept. of U. of Miami.

MATTHEW WARREN, former manager of WBBS Fort Belvoir, Va., and previously a news commentator with WOL Washington, has joined WEAM Arlington, Va., as production manager.

DON LESTER, former announcer at WKBV Richmond, Ind., has joined announcing staff at WOWO Ft. Wayne, Ind.

HERB HOWARD, former announcer at WLS Chicago, has been named program director of WNAX Yankton, S. D.

RUSS SALTER and **GEORGE MENARD,** announcers at WLS Chicago, have resigned. Mr. Menard will do freelance work.

ANDY THOMPSON, formerly of CKRC Winnipeg, CFCN Calgary, and CJOC Lethbridge, has joined CJRL Kenora, as producer.

PAUL BURGESS has been appointed music librarian for KWSC Pullman, Wash., and **JOHN BLAKE,** KWSC production manager, has been named director of publicity and radio for Pullman Junior Chamber of Commerce.

DARYL LAUB, former announcer and special events man at WLAC Nashville, is now program director at WJJM Lewisburg, Tenn. **NIKKI LAUB,** formerly with WNOX Knoxville, has been appointed woman's program director and director of religious broadcasts at WJJM, and **KATHRYN PATTERSON** is WJJM continuity head.

SAM BALTER, KLAC Hollywood sports director, has been signed by Pine-Thomas Productions to write and narrate basketball game sequence for film, "Big Town Scandal."

JACK NARZ, formerly of KXO El Centro, Calif., has joined KWIK Burbank, as announcer.

HOWARD DUFF, star of CBS "Sam Spade," has been signed by Universal-International for a featured lead in film, "All My Sons."

PETER PROUSE, administrative assistant in CBS network program department, Hollywood, has written an experimental drama "The Kindly Invasion," to be presented by Century Theatre Group, that city.

FLORENCE HALOP and **HANS CONREID** have been added to permanent cast of "Jack Paar Show" when program starts on ABC Oct. 1.

JIM BUTTERS, announcer of KECA Hollywood, is the father of a boy born Sept. 16.

LEW LACEY, freelance commentator, who just concluded a series of programs on NBC in the West for Nabisco Shredded Wheat, is the father of a girl.

LANNY PIKE, former program director of WMLO Milwaukee, has been named staff director for WTMJ-TV that city.

ERNIE COURTNEY has been appointed program director of CKGB Timmins, Ont.

RUPE WERLING, production manager at WIBG Philadelphia, has been appointed director of radio of Institute of Advertising and Selling, Philadelphia.

EDMOND DeLUCA has been named staff arranger for the KYW Philadelphia orchestra, filling vacancy caused by resignation of **AL BOSS.**

GEORGE BAXT, CBS shortwave scriptwriter, is the author of a new legitimate comedy titled "Alex in Wonderland." Plans call for stage production in late October.

ROY RILEY has joined announcing staff of CKGB Timmins, Ont. **DAVE MURRAY,** formerly of CKGB announcing staff, has been transferred to announcing staff of **CHEX** Peterborough, Ont. **DOUG BURROWS** of **CHEX** has been transferred to CKGB.

PRODUCTION

Love's His Work

TRUE DEVOTION to his job has been demonstrated by Bill O'Connor, staff announcer at WGN Chicago. Mr. O'Connor called the station recently to report that he would not be able to come to work as he was in the hospital to have his appendix removed. But nor doctors, nor ether, nor operation could stop him from thinking of his job, for the station reports that his first words, on coming out of the anesthetic, were: "This is WGN Chicago . . . Serving the Middle-West."

JACK LESCOULIE, former New York announcer, and currently assistant producer on NBC "Milton Berle Show," has been chosen by WOR New York as m.c. of its "Moonlight Saving Time" all night record program, 2-5:45 a.m., after month's talent search by station.

JOHNNY MIMS, formerly with WBUY Lexington, and **RAY MULLEN** have joined announcing staff of WCPS Tarboro, N. C.

SAM MORSE, supervisor of sound effects at WOR New York, is the father of a boy, Lawrence, born Sept. 14.

U. of Illinois and Chicago Cardinal football games, and football results following Saturday collegiate games.

DICK WILLARD, staff announcer at WOR New York, is the father of a boy.

FRANCES M. PEGNAM, formerly with program department of WBET Boston, and William F. McCarthy were married Sept. 8, with the bride's uncle, Francis Cardinal Spellman, officiating.

GUY SAVAGE, Chicago freelance announcer, has been appointed to handle televised play-by-play accounts of all home games of the Chicago Bears on WBKB Chicago.

MEL TRUITT, who has been absent from radio for the past year due to illness, has again rejoined WJBK Detroit, as announcer-producer of newly-established "What's Cookin' " series.

GLADYS TOMAJAN, supervisor of music for WTAG Worcester, Mass., was selected from among music supervisors of 1738 radio stations in the U. S. and Canada to take charge of the BMI music exhibit at the NAB convention in Atlantic City. Miss Tomajan also has been appointed radio director of Worcester Junior League.

FINIS FARR, formerly with Time Inc., has joined MBS as script editor. Mr. Farr also has worked for NBC and William Esty Agency.

SIGNING AUTOGRAPHS is not a new experience for Tommy Dorsey (extreme r), who is shown here signing a few more at a news conference at WPEN Philadelphia. Conference was held two days after launching of Mr. Dorsey's transcribed program on WPEN Sept. 8. Also in a signing mood are Albert J. Syik, vice president of Sun Ray Drug Co., sponsor of the Dorsey show, who uses Mr. Dorsey's shoulder as a desk, and Edward C. Obrist (extreme l), WPEN assistant general manager. Happily manning the trombone is Jack M. Korn, president of Korn Agency, which placed the account.

SAM ROWLAND, disc m.c., has been named musical director of KWKW Pasadena, Calif.

DUANE PRINGLE, graduate of NBC-Stanford U. Radio Institute, has joined KEEN San Jose, Calif., announcing staff.

TOM MOORE, announcer at WIBG Philadelphia, who was a bombardier during the war, has acquired his private flying license.

JACK CANAAN, former magazine promotion man, has joined WXYZ Detroit, as publicity director. He is being assisted by **JOICE CHAPMAN.**

MARY JAYNE SPEARS, of KTSA San Antonio, Tex., was elected secretary of the San Antonio chapter Assn. of Women Broadcasters, NAB, filling unexpired term of **NATALIE ZOGHEIB.**

TERRY EMERSON, 1947 graduate of U. of Texas, has joined the continuity department of KTSA.

HARVEY TWYMAN, former program director for KOAD Omaha, Neb., has resigned to open production office on West Coast.

ROB M. HENDERSON has joined WKBZ Muskegon, as publicity and public relations director.

JIMMY EVANS, midwestern football expert, has been signed by WJJD Chicago, to air pre-game broadcasts for

HUGH SUTTLE has joined transcription department of NBC Central Division.

"You gotta change our copy on WFDF Flint—every male customer expects me to prove our claim."

Atlantic

(*Continued from page 14*)

WPTF WEED WSPA; Alabama—Georgia Tech—WRDW WMBR WMAZ WDBO WFOY; Harvard—Brown—WHDH WACE WEAN; Columbia — Holy Cross — WEIM WBRK WWCO WAAB; Muhlenberg—Delaware—WKAP WDEL; Navy—Penn State—WMAJ WBAX WORK WILM WBOC WJSW WISR WDAD WARD WMRF WKRZ WMBS WNAE WJPA WJEJ WBAL WCED; Ohio State—Illinois—WTAM WBNS; Pennsylvania—Army—WFPG WCAU WXPN WCHA WHGB WAZL WHUM; Purdue—Pittsburgh—WERC KDKA; Princeton—Yale—WHOB WNHC WONS WOR WTTM; Syracuse—Colgate—WNFB WGR WENY WHEC WGY WSYR; Temple—Michigan State—WIBG; West Virginia—Virginia—WCHV WBTM WLVA WRNL WDBJ; Ursinus—F. & M.—WGAL.

NOV. 16

St. Bonaventure—Scranton—WHDL.

NOV. 22

Boston College—St. Mary's of California—WNAC WHOB WKNB WHIM WLLH; Duke—North Carolina—WRDW WBIG WBT WDNC WJMX WFBC WJEJ WMBR WMAZ WDBO WPTF WEED WSAV WSPA WFOY; Holy Cross—Fordham—WAAB; Muhlenberg—Bucknell—WKAP WKOK; Michigan — Ohio State WTAM WBNS; Pittsburgh—Penn State—WCHA WHGB WAZL WGAL WHOM WSCR WMAJ WBAX WORK WJSW WISR WCED WERC WDAD WARD WMRF WKRZ KDKA WMBS WNAE WJPA; Princeton—Dartmouth—WICC WNLC WWCO WTTM; Columbia — Syracuse — WNBF WENY WHEC WSYR; Virginia—N. C. State—WCHV WBTM WLVA WRNL WDBJ; Yale—Harvard—WHDH WCAE WNHC WKXL WSAR WEIM WONS WKBR WBRK WEAN WGR WOR WGY WFPG WCAU WILM WBOC WBAL; Delaware—Washington & Lee—WDEL.

NOV. 27

Brown — Rutgers— WEAN; Pennsylvania — Cornell — WNFB WHCU WOR WHEC WSYR WFPG WCAU WXPN WCHA WHCB WBAX WORK WILM WBOC WJSW WISR WDAD WARD WMRF WKRZ WMBS WNAE WJEJ WBAL; V. P. I.—V. M. I.—WBTM WLVA WRNL WDBJ; F. & M.—Muhlenberg—WKAP WGAL.

NOV. 29

Georgia Tech—Georgia—WRDW WFBC WMBR WMAZ WDBO WSPA WFOY; North Carolina—Virginia—WBT WCHV WBTM WJMX WLVA WPTF WRNL WDBJ WEED; Pittsburgh—West Virginia—WBAX WERC KDKA WNAE WJPA WJSW WCED; Holy Cross—Boston College — WNAC WACE WNHC WICC WKXL WSAR WEIM WONS WLLH WKBR WNLC WBRK WEAN WWCO WAAB.

PROFESSIONAL GAMES

SEPT. 21

Pittsburgh — Detroit — WWSW WMAJ WJSW WISR WDAD WARD WMCK.

SEPT. 28

Philadelphia — Washington — WIBT WIBG WGPA WCHA WLAN WPPA WSCR WKOK WILM.

SEPT. 29

Pittsburgh — Los Angeles — WWSW WMAJ WJSW WDAD WMCK.

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

GEORGE P. HOLLINGBERY CO.
National Representatives

WORLD'S BIGGEST TEXTILE MILLS

Little Man, You've . . .

BILL BRUNDIGE, sports director of WOL Washington, will be practically "airborne" this fall. Last Saturday he aired with Ted Husing the Army-Villanova game from West Point, N. Y., for Mutual then flew to Detroit for the Lions-Cardinal pro game which he handled with Jimmy Dudley for Goebel's Beer. Mr. Brundige will continue with Detroit Lions games all season over WXYZ and the Michigan network; all games for Army recruiting on MBS; two quarter hour sports shows on WOL; and Wednesday night wrestling matches on WTTG, DuMont video station in the Capital.

OCT. 5

Philadelphia — New York — WIBG WGPA WCHA WLAN WPPA WSCR WKOK; Washington — Pittsburgh — WWSW WMAJ WDAD WARD WMCK

OCT. 12

Chicago Bears — Philadelphia — WIBG WGPA WCHA WLAN WPPA WHUM WSCR WKOK WILM; Boston—Pittsburgh—WWSW WMAJ WJSW WISR WDAD WARD WMCK.

OCT. 19

Pittsburgh — Philadelphia — WWSW WIBG WGPA WCHA WLAN WPPA WHUM WSCR WMAJ WKOK WILM WJSW WISR WDAD WARD WMCK.

OCT. 26

Philadelphia — Los Angeles — WIBG WGPA WCHA WLAN WPPA WHUM WSCR WKOK WILM; New York—Pittsburgh—WWSW WMAJ WJSW WISR WDAD WARD WMCK.

NOV. 2

Washington — Philadelphia — WIBG WGPA WCHA WLAN WPPA WHUM WSCR WKOK WILM; Green Bay—Pittsburgh—WWSW WMAJ WJSW WISR WDAD WARD WMCK.

NOV. 9

New York — Philadelphia — WIBG WGPA WCHA WLAN WPPA WHUM WSCR WKOK WILM; Pittsburgh — Washington — WWSW WMAJ WISR WDAD WARD WMCK WJSW.

NOV. 16

Philadelphia—Boston — WIBG WGPA WCHA WLAN WPPA WHUM WSCR WKOK; Pittsburgh—New York—WWSW WMAJ WJSW WISR WDAD WARD WMCK WHUN.

NOV. 23

Boston—Philadelphia — WIBG WGPA WCHA WLAN WPPA WHUM WSCR WKOK WILM; Chicago Bears—Philadelphia—WWSW WMAJ WJSW WISR WDAD WARD WMCK WHUN.

NOV. 30

Philadelphia — Pittsburgh — WWSW WIBG WGPA WCHA WLAN WHUM WSCR WMAJ WKOK WILM WJSW WISR WDAD WARD WMCK WHUN WPPA.

DEC. 7

Philadelphia — Chicago Cardinals — WIBG WGPA WCHA WLAN WPPA WHUM WSCR WKOK; Pittsburgh—Boston—WWSW WMAJ WJSW WISR WDAD WMCK WHUN WARD.

DEC. 14

Philadelphia — Green Bay — WIBG WGPA WCHA WLAN WPPA WHUN WSCR WKOK WILM.

Porter

(*Continued from page 18*)

to render such a service, they have a peculiar obligation to do so, and by and large, I believe most of them respect that obligation."

He then cited the WBBM Chicago series on juvenile delinquency, presented in cooperation with the Chicago Bar Assn., as a specific example of constructive action to combat the practices which lawyers have been criticizing.

Mr. Porter played a portion of the programs as recorded for the session.

"Obviously," Mr. Porter commented, in closing, "the broadcasters themselves are going to undertake all the self-regulation that is practical, not necessarily because they live in fear and trembling of the FCC, but because they are decent Americans just like any other responsible group."

INTRA-CITY TELECASTS PROBABLE IN CHICAGO

INTRA-CITY television transmission in Chicago in the near future became a definite possibility as NBC Central Division announced last week that a string-insulated cable link is being installed between its studios in the Merchandise Mart and the central terminal of the Illinois Bell Telephone Co.

Hailed as the first such video link in Chicago, it is being installed for network use early next year, when NBC expects to begin its television operations in Chicago. Meanwhile, it was pointed out, cable can be used for audio program transmission if necessary. New-type cable consists of 186 audio and 12 video circuits.

Installations are being planned so that on-the-spot pickups can be made from such points as Soldiers Field, the Chicago Stadium, the Coliseum, Wrigley Field and Comiskey Park in Chicago and Dyche Stadium in suburban Evanston.

Allen F. Rader

ALLEN F. RADER, 61, former sales executive of the General Foods Corp., New York, until his retirement in 1945, died on Sept. 22 at his Lake George, N. Y., summer home, following a heart attack.

Sellers

(*Continued from page 10*)

put into practice some of his own theories about timebuying in terms of clients' needs.

George has been married since 1929 to the former Elizabeth Lee Taylor (from Virginia). The Roeslers make their home in Palatine, Ill. One of George's pet forms of recreation is entertaining close friends and acquaintances who just happen to drop in to sample the victuals off Roeslers' outdoor grill.

George also features croquet and horse-shoe pitching which help nicely to while away a lazy Sunday afternoon.

FARM DEPT. of WMT Cedar Rapids has been awarded a special certificate by the National Safety Council for "an exceptional year-round program of farm safety education."

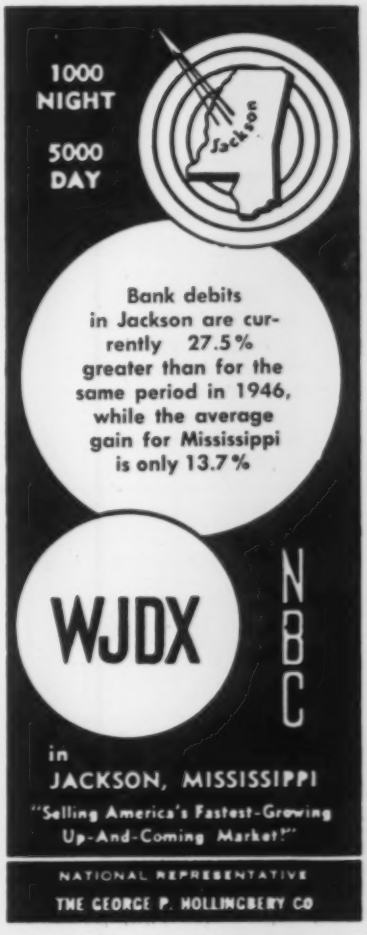
BOSTON'S EXCLUSIVE ABC OUTLET

Serving the entire Metropolitan area of 3 million people

A COWLES STATION
Represented nationally by the Katz Agency

WCOP

1150 on your dial


1000 NIGHT
5000 DAY
Jackson
Bank debits in Jackson are currently 27.5% greater than for the same period in 1946, while the average gain for Mississippi is only 13.7%
WJDX
NBC
in JACKSON, MISSISSIPPI
"Selling America's Fastest-Growing Up-And-Coming Market!"
NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO

DOING A PEACH
OF A JOB
in
WESTERN COLORADO'S
$5,000,000 Fruit Belt
KFXJ
GRAND JUNCTION
1 KW MBS 920 KC

FOR BLANKET
COVERAGE IN IDAHO

KSEI
POCATELLO • IDAHO

FCC Actions

(Continued from page 60)

Decisions Cont.:

Lynchburg Bcstg., Lynchburg, Va.—Granted petition for leave to intervene in further hearing upon applications of WARM and WBAX. Exceptions noted by counsel for WARM.

Shawano County Leader Pub. Co., Shawano, Wis.—Granted petition for leave to amend application to specify 250 w-D instead of 250 w-D 100 w-N on 550 kc; accepted amendment.

Community Bcstg. Co., Fort Worth, Tex.—Granted petition for continuance in hearing upon application, continued hearing to Oct. 27.

West Allis Bcstg. Co., West Allis, Wis.—Granted petition for leave to amend application to specify 1570 kc 250 w D instead of 1600 kc 1 kw D, accepted amendment and removed application from hearing docket.

September 23 Applications . . .

ACCEPTED FOR FILING

License for CP

KSGN near Centerville, Calif.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—880 kc

South Bay Bcstg. Co., Hermosa Beach, Calif.—CP new standard station 880 kc 250 w D.

AM—960 kc

Cosmopolitan Bcstg. Co., Los Angeles—CP new standard station 960 kc 250 w, specified N hours. AMENDED to change name of applicant from W. J. Fairchild, R. W. Harang, Lee Campbell, Lester L. Orticke, Albert J. McNeil and Milton D. Rowe, partnership d/b as Cosmopolitan Bcstg. Co. to W. J. Fairchild, Lee Campbell, Lester L. Orticke and Albert J. McNeil, partnership d/b as Cosmopolitan Bcstg. Co.

License for CP

KGFJ Los Angeles—License to cover CP, as mod., which authorized increase power and make changes in trans. equipment and authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

Shelley Radio-Electric Co., Needles, Calif.—CP new standard station 1340 kc 250 w unl.

AM—990 kc

Orange Empire Bcstg. Co., Redlands, Calif.—CP new standard station 990 kc 1 kw D.

License for CP

KCSB San Bernardino, Calif.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1490 kc

The Greenwich Bcstg. Corp., Greenwich, Conn.—CP new standard station 1490 kc 250 w unl.

Modification of CP

Lincoln Operating Co. as Trustee for Sun Coast Bcstg. Corp., Miami, Fla.—Mod. CP which authorized new standard station to change trans. location.

Assignment of License

WMJM Cordele, Ga.—Voluntary assignment of license from Cordele Dispatch Pub. Co. Inc. to James S. Rivers tr/as The Southeastern Bcstg. System.

AM—1010 kc

WEAS Decatur, Ga.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

KEIO Pocatello, Idaho — Mod. CP which authorized change in frequency, increase power, install new trans. and DA-DN (DA-1), to increase 500 w to 1 kw, change type trans. and make changes in DA.

WDWS Champaign, Ill. — Mod. CP which authorized installation of new vertical ant. and mounting of FM ant. on AM tower, to change trans. location.

License for CP

WCBD Chicago—License to cover CP which authorized new standard station.

AM—1350 kc

Independent Bcstg. Service, Oak Park, Ill.—CP new standard station 1350 kc 500 w DA D.

AM—990 kc

Jasper On The Air Inc., Jasper, Ind.—CP new standard station 990 kc 1 kw D.

AM—1580 kc

L. W. Andrews Inc., Davenport, Iowa—CP new standard station 1580 kc 250 w D.

License for CP

WKYB Paducah, Ky.—License to cover CP which authorized to mount FM ant. on top of AM tower and authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

KVOL Lafayette, La.—CP install new trans.

AM—900 kc

Frequency Bcstg. System Inc., Monroe, La.—CP new standard station 900 kc 250 w D.

License for CP

WLAM Lewiston, Me.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1600 kc

The Chesapeake Bcstg. Corp., Havre de Grace, Md.—CP new standard station 1600 kc 500 w D.

AM—1460 kc

All Nations Bcstg. Co., Boston—CP new standard station 1460 kc 5 kw D.

License for CP

WHFB Benton Harbor, Mich.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

WMIQ Iron Mountain, Mich.—License to cover CP which authorized installation of new trans.

AM—1510 kc

KIMO Independence, Mo.—Authority to determine operating power by direct measurement of ant. power.

Relinquishment of Control

KFAB Omaha, Neb.—Voluntary relinquishment of control of licensee corporation from Sidles Co. to Star Printing Co. (1 sh. common stock).

Modification of CP

KOH Reno, Nev. — Mod. CP which authorized increase power, change type trans., and changes in DA-N, for approval of DA.

AM—1450 kc

Plains Broadcast Co. Inc., Clovis, N. M.—CP new standard station 1450 kc 250 w unl.

New Mexico Bcstg. Co. Inc., Clovis, N. M.—CP new standard station 1450 kc 250 w unl.

Sam P. Douglas, Portales, N. M.—CP new standard station 1450 kc 250 w unl.

License for CP

WKOP Binghamton, N. Y.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power. AMENDED to change name of applicant from Andrew Jarema and Frank H. Altdoerffer, partnership d/b as The Binghamton Bcstrs. to The Binghamton Bcstrs. Inc.

License for CP

WENE Endicott, N. Y.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

AM—1100 kc

WHLI Hempstead, N. Y.—Authority to determine operating power by direct measurement of ant. power.

License for CP

WHHT Durham, N. C.—License to cover CP, as mod., which authorized change in frequency, hours, install DA-N and change trans. location and authority to determine operating power by direct measurement of ant. power.

Assignment of License

WJNC Jacksonville, N. C.—Voluntary assignment of license from Louis N. Howard and Ellis H. Howard d/b as Jacksonville Bcstg. Co. to Jacksonville Bcstg. Co.

AM—730 kc

WOHS Shelby, N. C.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

KVOO Tulsa, Okla.—Mod. CP, as mod., which authorized reinstatement of application for installation of new DA-N, for extension of completion date.

KYW Philadelphia—Mod. CP which authorized installation of new DA for extension of completion date.

AM—1300 kc

Southern Puerto Rico Bcstg. Corp., Ponce, P. R.—CP new standard station 900 kc 250 w unl. hours of operation. AMENDED CP to reinstate CP and amend to change frequency from 900 kc to 1300 kc, increase 250 w to 1 kw and change type trans.

Modification of CP

WCSC Charleston, S. C.—Mod. CP, as mod., which authorized increase power, install new trans. and DA-N and change trans. location, to make changes in DA and mount FM ant. on No. 2 tower.

AM—1570 kc

Cherokee Radio Co., Gaffney, S. C.—CP new standard station 1170 kc 250 w D. AMENDED to change frequency from 1170 to 1570 kc.

SSA—1070 kc

KBKI Alice, Tex.—SSA to operate from 7:30 p.m. to 11:30 p.m. (CST) on various evenings from 9-20-47 and ending in no event later than 11:30 p.m. (CST) 11-15-47, as specified in Form 317, on 1070 kc with 250 w.

Modification of CP

WFDM Beaumont, Tex.—Mod. CP, as mod., which authorized increase power, install new trans. and DA-N and change trans. location, to make changes in DA and change trans. location.

AM—1490 kc

Beeville Bcstg. Co., Beeville, Tex.—CP new standard station 1490 kc 250 w unl. Contingent upon KEYS being granted change of facilities.

License for CP

KORA Bryan, Tex.—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1400 kc

Community Bcstg. Co., Corpus, Christi, Tex.—CP new standard station 1400 kc 100 w unl.

AM—1470 kc

Lakewood Bcstg. Co., Dallas, Tex.—CP new standard station 1470 kc 500 w D DA.

Assignment of CP

KELP El Paso, Tex.—Voluntary assignment of CP from Edward V. Mead, J. T. Carroll, Lewis O. Seibert and Robert M. Jackson partnership d/b as Paso Bcstg. Co. to Paso Bcstg. Co. Inc.

SSA—920 kc

KELP El Paso, Tex.—SSA to operate from regular sign-off time to 10:15 p.m. (CST) on various evenings from 9-12-47 and ending in no event later than 10:15 p.m. (CST), 12-6-47 as specified in Form 317, on 920 kc, 1 kw, RESUBMITTED & AMENDED to change time of commencement from 9-12-47 to 9-19-47 and power from 1 kw to 500 w.

License for CP

KELP El Paso, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1530 kc

Texas Star Bcstg. Co., Harlingen, Tex.—CP new standard station 1530 kc 50 kw D. AMENDED to change hours from D to unl. and install DA-DN (DA-1) and change trans. location.

Modification of CP

KLEE Houston, Tex.—Mod. CP, as mod., which authorized new standard station to change DA from N to DN (DA-2) and mount FM ant. on No. 2 tower.

AM—1470 kc

Hays County Bcstg. Co., San Marcos, Tex.—CP new standard station 1470 kc 250 w D.

Modification of CP

WATK Rolling, Wis.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

AM—990 kc

William M. Gleiss, Sparta, Wis.—CP new standard station 990 kc 250 w D.

Modification of CP

WSTP-FM Salisbury, N. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

KMPC, The Station of the Stars, Inc., Los Angeles — Licenses to cover CPs which authorized new remote pickup stations KCQU and KCQV in connection with KMPC.

Frontier Bcstg. Co., Cheyenne, Wyo.—License to cover CP which authorized new remote pickup station KFBD to be used in connection with KFBC.

Assignment of License

KGER Long Beach, Calif.—Involuntary assignment of license from Consolidated Bcstg. Corp. Ltd., to Dan Latham, executor of estate of C. Merwin Dobyns, deceased.

Acquisition of Control

KVVC Ventura, Calif.—Voluntary acquisition of control of permittee corporation from James L. Harris and S. H. Frowein to William H. Haupt and Marian Louise Haupt. (215 sh. issued and 752 subscribed for 21½%).

Assignment of License

WABJ Adrian, Mich.—Voluntary assignment of license from Gail D. Griner and Alden M. Cooper, partnership d/b as The Adrian Bcstg. Co. to James Gerity Jr.

AM—1380 kc

Radio Lakewood, Lakewood, Ohio—CP new standard station 1380 kc 500 w D. AMENDED to change name of applicant from James A. Butler and Jack M. Berkman, partnership d/b as Radio Lakewood to Radio Lakewood Inc., install DA, change type trans., change trans. location and change studio location.

AM—960 kc

WBBZ Ponca City, Okla.—CP change frequency from 1230 kc to 960 kc, increase 250 w to 1 kw, install new trans. and DA-DN and change trans. location.

TENDERED FOR FILING

AM—1250 kc

Southland Bcstg. Co., Pomona, Calif.—CP new standard station 1250 kc 1 kw DA.

Transfer of Control

WLAD and WLAD-FM Danbury, Conn.—Consent to transfer of control of CPs of WLAD and WLAD-FM from Lazarus S. Heyman, Burton F. Sherwood and William Hanna to John C. Doran, Cecil J. Previdi, Robert J. Doran and John P. Previdi.

Modification of CP

WKRT Cortland, N. Y.—Mod. CP to change hours from D to unl., power from 1 kw to 500 w-N 1 kw-D and install DA-N.

AM—1450 kc

Lampasas Bcstg. Co., Lampasas, Tex.—CP new standard station 1450 kc 250 w unl.

AM—1290 kc

Mid-County Bcstg. Co., Port Meches, Tex.—CP new standard station 1290 kc 500 w D.

AM—1250 kc

Public Service Bcstg. Co. of Seattle, Wash.—CP new standard station 1250 kc 1 w and shares time with KTW using transmitting facilities of KTW (Contingent on KWSC change in frequency to 1030 kc).

Assignment of License

WFEA Manchester, N. H.—Consent to assignment of license to N. H. Bcstg. Inc.

Assignment of CP

WVMA Manchester, N. H.—Consent to assignment of CP for FM station to N. H. Bcstg. Inc.

Transfer of Control

WPTR Albany, N. Y.—Consent to transfer control of CP to Schine Chain Theatres Inc.

AM—850 kc

KGBS Harlingen, Tex.—CP change frequency from 1240 to 850 kc, 250 w to 5 kw, install new trans. and change trans. location and install DA-DN.

Modification of CP

KMBC Kansas City—Mod. CP to change type FM ant. to be placed on AM tower and modify DA, and extension of the completion date.

Assignment of License

WHMA and WHMA-FM Anniston, Ala.—Consent to assignment of license of AM station and CP of WHMA-FM to Anniston Bcstg. Co.

AM—860 kc

H. F. Chlendorf, Osceola, Ark.—CP new standard station 860 kc 1 kw D.

Relinquishment of Control

KOAT Albuquerque, N. M.—Consent to relinquishment of control from Albert E. Buck, to Albert E. Buck, Frank C. Rand Jr. and Merle H. Tucker.

Assignment of License

KTRC Santa Fe, N. M.—Consent to assignment of license to Rio Grande Bcstg. Co. Inc.

Stock Acquisition

WTMJ Milwaukee—Acquisition of additional stock of license corporation by trustees of Journal Employees' Stock Trust Agreement from present stockholders of licensee.

Assignment of License

KGAK Gallup, N. M.—Consent to assignment of license to Rio Grande Bcstg. Co. Inc.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,387 licensed, 486 construction permits, 704 applications pending (of which 373 are in hearing); FM — 57 licensed, 892 conditional grants, 670 CPs (part of CPs come from conditional grants, others from hearing proceedings), 132 applications pending (83 in hearing); television — six licensed, 62 CPs, 16 applications pending (three in hearing); noncommercial educational FM — six licensed, 36 CPs, six applications pending.

September 24 Decisions . . .

BY THE SECRETARY

WEAS Decatur, Ga.—Granted license for new station 1010 kc 1 kw D.

WILX North Wilkesboro, N. C.—Granted license for new station 1450 kc 250 w unl.

WKAI Macomb, Ill.—Granted license for new station 1510 kc 250 w D.

WRIB Providence, R. I.—Granted license for new station 1220 kc 250 w D.

Earle C. Anthony Inc., Los Angeles and area, Portable-Mobile—Granted CP for new experimental television relay station. Same, for portable-mobile station.

WPDQ Jacksonville, Fla.—Granted license for change in frequency, install new DA-N and new ground system.

Commodore Bcstg. Inc., area Decatur, Ill.—Granted license for new remote pickup station WDON.

WMAL-TV Washington, D. C.—Granted mod. CP for changes in trans. equipment, ant. system and slight change of trans. site, and extend completion date 180 days after grant.

Crosley Bcstg. Corp., areas of Cincinnati, Columbus and Dayton, Ohio—Granted license for new experimental television relay station W8XST.

KFAB Bcstg. Co., area Omaha, Neb.—Granted license for new remote pickup station KCTG.

Miami Bcstg. Co., area Miami, Fla.—Granted license for new remote pickup station WRGF.

WIZZ Wilkes-Barre, Pa. — Granted mod. CP for extension of completion date to 3-28-48.

WCAO-FM Baltimore—Same to 12-10-47.

KWK-FM St. Louis, Mo.—Same to 4-9-48.

WRJN-FM Racine, Wis.—Same to 12-26-47.

KRIC-FM Beaumont, Tex.—Same to 12-6-47.

KSD-FM St. Louis—Same to 12-16-47.

WRPA Syracuse, N. Y.—Same to 12-23-47.

WFDC-FM Greenville, S. C.—Same to 12-31-47.

KMON Great Falls, Mont.—Same to 12-31-47.

KAWM Topeka, Kan.—Granted mod. CP for extension of commencement and completion dates to 1-15-48 and 7-15-48.

WOSH Oshkosh, Wis.—Granted mod. CP for extension of completion date to 4-18-48.

KOMW Omak, Wash.—Granted mod. CP to make changes in vertical ant.

WSTV-FM Steubenville, Ohio—Granted license for new FM station, Channel 278, 103.5 mc; ERP 2 kw.

WCTW New Castle, Ind.—Granted license for new FM station, Channel 276, 103.1 mc; ERP 340 w.

WMIX-FM Mt. Vernon, Ill.—Granted license for new FM station, Channel 231, 94.1 mc; ERP 13.7 kw.

KSUI Iowa City, Iowa—Granted license for new noncommercial educational station, Channel 219, 91.7 mc; ERP 16.5 kw.

KERA Dallas, Tex.—Granted mod. CP for extension of completion date to 4-10-48.

WNBF-FM Binghamton, N. Y.—Same to 12-27-47.

KSMO-FM San Mateo, Calif.—Same to 1-23-48.

WCOD Richmond, Va.—Same to 4-23-48.

KDYL-FM Salt Lake City—Same to 12-15-47.

WRGA-FM Rome, Ga.—Same to 1-10-48.

WLVA-FM Lynchburg, Va.—Same to 2-17-48.

WHNY-FM Hempstead, N. Y.—Same to 11-23-47.

WNDR-FM Syracuse, N. Y.—Same to 11-1-47.

WHYN-FM Holyoke, Mass.—Same to 12-29-47.

WFMI Portsmouth, N. H.—Same to 12-24-47.

KRFM Fresno, Calif.—Same to 4-27-48.

KWRN-FM Reno, Nev.—Same to 12-24-47.

KFDM Beaumont, Tex.—Same to 4-22-48.

KSAC Manhattan, Kan.—Same to 11-21-47.

WGBA Columbus, Ga.—Granted mod. CP to change type trans. and make changes in vertical ant.

WCOH Newnan, Ga.—Granted mod. CP to change type trans., approval of ant. and trans. location and specify studio location.

WEMB San Juan, P. R.—Granted mod. CP to make changes in trans. equipment, approval of ant. and trans. location and specify studio location.

WLIP Kenosha, Wis.—Granted license for new station 1050 kc 250 w D.

WCMN Arecibo, P. R.—Granted license for new station 1280 kc 1 kw unl. and specify studio location.

WFSS near Coram, N. Y.—Granted mod. CP for extension of completion date to 12-12-47.

WABX Harrisburg, Pa.—Same to 2-1-48.

WDUL Duluth, Minn.—Same to 12-16-47.

WGAR Cleveland, Ohio—Granted license to use old main trans. for aux. purposes with 5 kw DA-DN.

WEVE Eveleth, Minn.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

WGBG Greensboro, N. C.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

WTAL Tallahassee, Fla. — Granted mod. CP to change type trans. and change studio location.

KRNT Des Moines, Iowa—Granted CP install new trans.

WHBF Rock Island, Ill.—Granted mod. CP for extension of completion date to 12-1-47.

KRNO San Bernardino, Calif.—Same to 1-13-48.

WSSB Durham, N. C.—Same to 12-27-47.

WRJN Racine, Wis.—Same to 4-21-48.

KSIX Corpus Christi, Tex.—Same to 10-16-47.

KXLL Missoula, Mont.—Same to 2-4-48.

KGYW Vallejo, Calif.—Granted mod. CP to make changes in vertical ant.

September 25 Decisions . . .

BY COMMISSION EN BANC

Assignment of CP

WROD Daytona Beach, Fla.—Granted assignment of CP from Daytona Beach Bcstg. Co., partnership, to corporation of same name.

Assignment of License

WCJU Columbia, Miss.—Granted assignment of license from Forrest Bcstg. Co. to Lester Williams for $25,000.

KKIN Visalia, Calif.—Granted assignment of license from D. O. Kinnie to KKIN Inc., corporation owned by Kinnie.

Hearing Designated

Haygood S. Bowden, Camden, S. C., and WTOC Savannah, Ga.—Designated for consolidated hearing application of Haygood S. Bowden for new station 690 kc 250 w D and application of WTOC change from 1290 kc 5 kw unl. to 690 kc 10 kw D.

Hearings Postponed

Oral argument in several cases has been postponed by the Commission to Oct. 8-10. See story this issue.

Conditional FM Grants

Conditional grants for one Class A and two Class B FM stations authorized by Commission. See story this issue.

BY COMMISSIONER DURR

Petition Granted

WIBK Knoxville, Tenn.—Granted petition requesting continuance of hearing to Oct. 20.

Assignment of CP

WLEE-FM Richmond, Va. — Granted consent to assignment of CP to Lee Bcstg. Co.

(Continued on page 72)

WHB
Kansas City

• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

ANOTHER FIRST
for
Atlanta's
Most Progressive
Station

WBGE

WBGE-FM

Atlanta's First Fulltime
FM-Station
95.5 Megacycles

LOCALLY OWNED
LOCALLY OPERATED

Studios & General Offices
Georgian Terrace Hotel

Mike Benton, *Pres.*
Maurice Coleman, *Gen. Mgr.*

GENERAL
BROADCASTING
COMPANY

Hon. Miss Cora Hawkinson
BBD&O
Chicago, Illinois
Dear Miss Cora:

Cain't read, but t'other day listenin' to cousin sy, that's my readin' cousin, I learned where they wuz agoin' to give over 89,000 bucks in back pay to the workers o' Wes' Virginia. Now we're smack dab in the middle o' what jes' so happens to be the chemical center o' the world—meanin' a lot of this money will go right here to our listeners . . . Yessirree, this charleston's a wopper o' a market and WCHS is plum' in the middle givin' 'em all it's got with CBS and 5000 watts at 580. Well you'll have to s'cuse me—listenin' to sy takes up all my concentratin' so's I cain't tend to my chores.

Yrs.

Algy

WCHS
Charleston, W. Va.

FM STATION

W---- CAPITAL OLD DOMINION

NOW OPERATING

18½ HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In this Major Market

USE **WMBG**

NBC IN RICHMOND, VA.

5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

FCC Actions

(Continued from page 71)

Decisions Cont.:

Petition Dismissed

Earle C. Anthony, Los Angeles—Adopted order granting request to dismiss petition for reconsideration of Los Angeles television grants; cancelled oral argument thereon scheduled for Oct. 3.

Waiver Extended

Television Bcstrs. Assn.—Granted request for 3 months' extension of present waiver of Sec. 3.661(a) of Commission rules which prescribe minimum hours of day and week for television broadcasting; said requirements waived to Dec. 31.

School Radio Week Contest Plans Set

4 National Winners to Be Named; Prizes Are Scholarships

FINAL plans for the nationwide contest among high schools to feature National Radio Week Oct. 26-Nov. 1 were drawn up Thursday at a meeting held at NAB headquarters in Washington.

Four national winners will be named, with scholarships as prizes, following a series of elimination contests. Theme of the competition will be "I Speak for Democracy," with the U. S. Junior Chamber of Commerce, America's broadcasters and radio dealers as sponsors.

The contest [BROADCASTING, Sept. 22] will have an Oct. 21 deadline on the county level, with local judges picking a winner by auditioning transcriptions. They will judge 40% for essays, 40% for radio delivery and 20% for originality. The county setup gives rural students rights comparable to urban students.

State judges will select the 48 semi-finalists. A screening committee will select three winners from each of the four sections of the nation for the final competition. The four winners, one from each section will be presented at a mid-November dinner to be held in Washington, at which time they will receive scholarships.

NAB and RMA last week worked on other phases of National Radio Week. Among features will be a series of five transcriptions on development of democracy in the United States, to be recorded by NAB President Justin Miller. These will be sent to stations for broadcast the week of Oct. 13.

Attending the Thursday meeting were Robert H. Richards, special projects director of the Junior C. of C.; Robert K. Richards, NAB director of public relations; Harold E. Fair, director, NAB Program Dept., and Ben Miller, his assistant; James Dawson, NAB Information Division; Hugh Higgins, NAB assistant director of broadcast advertising; Arthur C. Stringer, director, NAB FM Dept.; James D. Secrest, RMA Director of Publications; Gertrude Broderick, Office of Education; W. B. McGill, Advertising Director, Westinghouse Radio Stations Inc. and chairman of the RMA Radio Week Subcommittee.

Bouquets

EDITOR, BROADCASTING:
Your convention issue of BROADCASTING contains a marvelous sales planning aid —Bruce Robertson's breakdown and analysis of radio advertising by 24 product groups. You may be sure that we're going to put this to work and if it doesn't produce additional business for WOR I'll miss my guess.

Eugene S. Thomas
Sales Manager
Radio Station WOR
New York 18, N. Y.

Code

(Continued from page 18)

provisions of the code in accepting commercial copy on the basis of the hypothetical example, station break in this case being station identification and not commercial copy.

Can a client be sold 13:45 minutes, followed by one-minute spot, station identification and then service announcement—all within 15 minutes and having not over 3 minutes of commercial time?

No. Under the present provisions of the standards the service announcement would constitute double spotting and is therefore out.

Are disc jockey programs affected?

As the code stands today, all programs are affected.

Can a 14-minute news program be sold with middle commercial if station's scheduling policy is based on 14-minute programs?

Stations subscribing to the code subscribe to the overall 15-minute time segment formula.

In many contests it is a practice to screen entries for the judges, who then need scan only a small percentage in reaching a decision. Is this permitted under the code?

Yes.

ALEXANDER BALART Co., San Francisco (Alta coffee), has appointed Garfield & Guild Adv., that city, to handle advertising. Media to be used is being planned.

Barber, Allen (MBS) Get World Series Assignment

WALTER "RED" Barber and Mel Allen have been appointed by Baseball Commissioner A. B. Chandler to broadcast the 1947 world series, it was announced by Paul Jonas, MBS sports director. Exclusive over Mutual, the baseball classic broadcasts will be sponsored by the Gillette Safety Razor Co. through Maxon Advertising, New York.

The first broadcast is scheduled for 1:15 p.m. on Tuesday, Sept. 30, from Yankee Stadium. The series will be carried by more than 564 stations in the U. S. and Canada, MBS said, including the full French network of the CBC, which will broadcast a French translation. A Spanish description of the games will be shortwaved to Latin America. The Armed Forces Radio Service will shortwave the series to U. S. service personnel abroad.

WCJU SALE APPROVED; TWO OTHERS GRANTED

SALE of WCJU Columbia, Miss., new station operating on 1450 kc with 250 w fulltime, by Forrest Broadcasting Co. to Lester Williams, Mississippi publisher, was approved by FCC last Thursday. Sales price is $25,000.

Forrest Broadcasting, also licensee of WFOR Hattiesburg, Miss., is principally owned by C. J. Wright (60%), with B. M. and C. J. Wright Jr. owning 20% each. The company received the grant for the station in August 1946 and WCJU went on the air last spring.

Mr. Williams, new licensee, owns the *Tylertown* (Miss.) *Times* and has substantial minority interests in other newspapers in the state.

FCC meanwhile approved assignment of license of KKIN Visalia, Calif., from D. O. Kinnie to KKIN Inc., owned by Mr. Kinnie, and assignment of construction permit for WROD Daytona Beach, Fla., from Daytona Beach Broadcasting Co., a partnership, to a corporation of the same name.

It won't be long now- - -

WREN TOPEKA KANSAS

5000 watts of **$ELLING POWER** night-time too!

To reach *more* people in Topeka *more* often and at *less* cost per listener!

Verl Bratton, *General Manager*

Represented by Geo. P. Hollingbery Co.

WHEN the International Executive Board of AFM held its four-day meeting at the Blackstone Hotel in Chicago Sept. 8-11, network officials attended on invitation of James C. Petrillo, AFM head, to discuss again their requests for removal of AM-FM duplication ban. L to r: Frank White, vice president of CBS; Frank Schreiber, general manager of WGN Chicago (which owns WGNB, FM outlet); Mr. Petrillo; Mark Woods, president, ABC; Frank Mullen, executive vice president, NBC, and Robert Swezey, vice president and general manager of MBS.

* * *

Industry Pushes

(Continued from page 13)

lard, FMA president, chairman; Morris Novik, Unity Broadcasting Co., a new FMA director; Marion Clair, WGNB Chicago; Raymond F. Kohn, WMFZ Allentown, Pa.; Edward Lamb, WTRT Erie, Pa.; Bill Bailey, FMA executive director.

Continental Network carried a musical broadcast Friday night under sponsorship of Stromberg-Carlson Co., third in the sponsored FM network series. Appearing on the broadcast, 8:30-9 p.m., were the Polka Dots, harmonica quartet, and the Revelers, vocal quartet. A sustaining half-hour, *True Stories of New York State Police*, was carried 8-8:30 p.m., keyed from WHFM Rochester, FM affiliate of WHAM, owned by Stromberg-Carlson.

Continental added a 28th station Friday, WSBA-FM York, Pa. The network carried its usual sustaining broadcast by the Army Band Wednesday, 8-8:30 p.m., keyed from WASH Washington.

Mr. Petrillo last week indicated he was investigating all angles of Yankee Network's purported duplication of network (MBS) programs on FM outlets of affiliates.

Should the AFM head decide to crack down on Yankee, possibility of a quick test case based on the Lea Act or Taft-Hartley Act would arise. He claims the Yankee contract with the AFM local does not permit FM duplication. However, it is understood the Yankee contract contains no language forbidding such duplication.

If Mr. Petrillo pulled his musicians from Yankee, the network then could decide if it desires to get along without use of live musicians.

May Become Test

If Mr. Petrillo pulled his men off Mutual because of Yankee duplication he then would face action under the labor laws, perhaps setting up a test case that would lead to legal clearance of many phases of new legislation.

In announcing his pact with educators last Monday, Mr. Petrillo said: "We've done a good job here. We've got to stop the cry that kids can't go over the air or make records. That's all over."

The contract was described as a "code of ethics." Under its terms, professional musicians and educational institutions teaching music are pledged not to interfere with each other. Mr. Petrillo said the action does not permit Dr. Joseph E. Maddy, director of the Interlochen Music Festival, to resume network broadcasts since the school "is not a publicly owned institution."

Maddy Has No Comment

Dr. Maddy said the code was a step forward "in general" but declined to comment on the Petrillo statement that Interlochen is not affected. He said the festivals are presented under the sponsorship of the U. of Michigan, a member of Music Educators National Conference, one of the two school signatories. Other signatory was the American Assn. of School Administrators. Dr. Maddy indicated he would seek a hearing before the first-named organization in an effort to return Interlochen pupils to the air.

The code defines as educational activities at which students may publicly perform without interference from AFM these affairs: School functions, community functions in the interest of schools and for educational purposes, school exhibits, educational broadcasts to demonstrate or illustrate pupils' achievements in music study, civic occasions, benefit performances, educational or civic services agreed upon by school authorities and union representatives and audition recordings for study purposes. Reserved for professional musicians are parades, functions to further public or private enterprise, partisan or sectarian functions, and club and civic functions.

Analysis of the contract by persons familiar with the Taft-Hartley Law is said to show that Mr. Petrillo actually sacrificed no privileges or rights. His concessions are actually required by statute, it was stated, and he seized the opportunity to grab favorable publicity as a benefactor of American youth. Mr. Petrillo took a stiff lacing from subcommittee members last July when educators testified as to his refusal to permit broadcasting by school children, even on the Chicago school system's own station.

IBEW Group Threatening Court Test of Labor Law

BROADCAST technicians were the first in radio industry to challenge the Taft-Hartley labor law when the International Brotherhood of Electrical Workers filed Sept. 17 with the National Labor Relations Board for a collective bargaining election at WARL Arlington, Va.

Challenge was effected when the union, following action of executive council of AFL, refused to file anti-Communist affidavits as required by the Taft-Hartley law. The NLRB, in turn, refused to proceed with the election until terms of the law are met, but union officials declared they would carry the matter through a court test if NLRB does not process the case.

SELL
1 OUT OF 4
CITY FOLKS IN THE
SOUTH'S No. 1 STATE
All WITHIN OUR
PRIMARY + AREA

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
2.5 MV/M
MEASURED SIGNAL

210,200 PERSONS
$179.469.000 in Retail Sales
$283.685.000 in Buying Income

We Lead Day and Night
in This Big Tri-City Market

Write for our
BMB DATA FOLDER

WSJS
WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NBC
AFFILIATE
National Representative
HEADLEY-REED COMPANY

KNOW
The Most Listened-to Station in
AUSTIN
Morning, Afternoon and Night
AMERICAN BROADCASTING COMPANY
TEXAS STATE NETWORK
WEED & COMPANY, National Representatives

Baltimore's
Listening Habit

WCBM

We Cover the Baltimore Market

MUTUAL
BROADCASTING SYSTEM

JOHN ELMER
President
GEORGE H. ROEDER
General Manager

IT ALL BOILS DOWN to this:

KDYL is the station most Utahns listen to most.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative
JOHN BLAIR & CO.

NAB Starts

(*Continued from page 13*)

tions who will silently accept the code and then file it in the waste basket." (Other code comments by stations on page 42.)

In his letter to stations, accompanying the code text, Judge Miller enclosed a copy of the board's resolution adopting the code subject to revision. He wrote:

"We sincerely urge you to study it from every standpoint and then, if you have any suggestions to make regarding any phase of it, make them known at once to your District Director. He in turn will pass them on to the committee of the Board for careful and complete consideration. Your suggestions will guide the board in determining the final form of the Standards of Practice."

The welcome mat was out for the code in New York radio circles last week. Warmth of the reception varied from the wholehearted enthusiasm of the network presidents [BROADCASTING, Sept. 22] to the cordial but guarded wait-and-see attitude of some independents and station representatives.

Results of a survey made by BROADCASTING among New York independent station operators, agency men, and station representatives can be summarized in a sentence . . . The code is potentially a great boon to the industry, but it will mean nothing unless it can be enforced.

Several of those responding were of the opinion that the code sections on commercial time limitations were in need of adjustment, that reductions were too drastic. One broadcaster felt that the really amazing thing about the code is "that the industry has been able to get along for 25 years without one." Virtually all of those polled pointed out that they have not had time to study the code carefully, in a point-by-point evaluation. With that qualification, here are some typical comments on the code from residents of New York's radio row:

Linnea Nelson, head timebuyer of J. Walter Thompson:

"I would prefer not to make any comment on the proposed code as such. However, I do feel that it should be carefully studied by every station in the United States and whatever code the industry settles on should be one that the great majority of stations can live up to. A code that stations would be forced to violate in order to make a living might be far more serious to our country's way of operating radio than no code at all."

Frank M. Headley, president, Headley-Reed, station representative:

"There is no doubt that the new standards of practice recently adopted by the NAB to become effective Feb. 1st is a progressive step on the part of the industry. We in radio have been conscious for a long time that such a code is necessary even though a large majority of broadcasters have been observing the proposed standards for many years. A code of ethics such as that adopted last week by the board of directors of the NAB will mean nothing unless it can be enforced. Since the NAB has no police power, it would be a good thing if the FCC could make it a condition, when licensing radio stations, that broadcasters live up to the new standards of practice or suffer the risk of placing their license in jeopardy."

Eugene Katz, executive vice president, Katz Agency, station representatives:

"The proposed code is a fine start in the right direction but in its present form cannot conscientiously be adopted by the NAB for application to all member stations. If the proposed limitations on commercial time are not refined the code will not be ratified by many member stations, or if ratified will not be observed."

Lewis Allen Weiss, chairman of the board of MBS:

"I heartily endorse the action taken by the NAB board in adopting the code as presented to the convention subject to any revisions therein which the board feels are necessary as a result of its study of the suggestions made in the convention and others which will be received by the board prior to its next meeting in November. The action of the NAB board is clear evidence that the radio industry has both the intent and ability to regulate its own affairs. I have every confidence that the board will adopt a sound and workable code and that it will do so not by reason of any dictation from government officials or minority pressure groups but because it has a sincere desire to voluntarily improve the quality of its service to the public."

ITC

(*Continued from page 15*)

can region, while in the American and Asiatic zones broadcasting shares the 44-68 mc band with fixed and mobile services, except for the 50-54 mc band which goes to the amateurs. In the American region, the 68-72 mc band is also divided between broadcasting and other services, as is the 76-88 mc band. Broadcasting gets the 100-108 mc band exclusively in the American and Asiatic zones and shares with other services the 174-216 mc band (170-200 mc in Asia) which is allocated exclusively to broadcasting in the European area. The 470-940 mc band is also devoted to broadcasting alone, except for the 585-610 mc band in the other regions and the 940-960 mc band in the Americas. That is as high as the broadcasting allocations go, although the table carries on to 10,500 mc.

Meeting of European delegates last week set Copenhagen as the site of next summer's European Conference.

NAB BOARD Code Committee (l to r): Messrs. Fellows, Fair (secretary), Meagher, Egolf.

Expect FCC

(*Continued from page 15*)

tual consent. Any nation that wishes may have a representative on PFB and the representatives may have as many assistants as they desire.

After the PFB completes its assignment, a world conference is to be held to approve it. It is unlikely that such a conference can be held until early in 1949. Members of IFRB, of which there are to be 11, will also serve on PFB. PFB's job is preliminary to IFRB, since the latter will record frequency assignments made by the various signatory nations after PFB has finished re-working the Berne List.

So, as things appear now, the FCC probably will be functioning with only five of its seven members for some weeks to come. Mr. Jett begins preparations for his Geneva work in October. That won't preclude his presence at important Commission sessions, but it is hardly expected that he will participate on a full-time basis. The betting in inside circles is still that Messrs. Denny and Durr won't be around on New Year's, and that Mr. Jett may not stay long after he completes his European tour.

WBZ
Boston's most powerful station
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

RADIO PAYS TRIBUTE TO LaGUARDIA

His Honesty and Contributions to Medium Praised by Network Heads

RADIO paid deep and moving final tribute last week to Fiorello LaGuardia, former New York mayor and one of the most colorful of broadcasters.

A memorial program was heard on WJZ New York Sunday, Sept. 21, from 12 noon to 12:25 p.m., the time Mr. LaGuardia formerly broadcast his weekly talk under the sponsorship of June Dairy Products.

Mark Woods, president of ABC, in paying tribute to Mr. LaGuardia, said: "Not only America but the entire world has suffered a great loss in the tragic death of former Mayor LaGuardia. His career has been an inspiration to every American."

Edward Noble, chairman of the board of ABC, said: "Mayor LaGuardia was a man of ability and honesty who served his country well. His influence on American life was important."

Edgar Kobak, president of MBS, stated: "...He fought for what he thought was right and though his forthrightness often subjected him to criticism he always kept going, impelled by the courage of his convictions..."

Since Mr. LaGuardia's fatal illness, which began about three months ago, he had been replaced by various speakers in public life on his WJZ New York program. The Sunday before his death, Herman Stichman, New York housing commissioner, was heard on the former mayor's weekly series. As of last week WJZ had not yet decided upon a permanent replacement.

Mr. LaGuardia was also heard cooperatively on MBS with the exception of WOR New York, Saturdays, 6:30-6:45 p.m., and his program was heard transcribed the same evening on WINS New York, 9-9:15 p.m. Last week Mutual announced that the program would be replaced by a sports program featuring Johnny Bosman, giving football news and scores. WINS did not announce future plans for that time period.

Frank Stanton, president of CBS, declared: "The nation's radio audience will miss the voice of Fiorello H. LaGuardia, just as the millions in his beloved New York City will miss his dynamic presence. Whatever he had to say was always deeply imbued with his own honest thinking."

Niles Trammell, NBC president, said of him: "As a broadcaster, Mr. LaGuardia brought a vivid, fresh approach to radio... He was respected by millions throughout the world and he fought hard to protect the people from whatever injustices he found."

WNYC New York's municipal station, which carried talks each Sunday by Mr. LaGuardia while he was mayor of New York, broadcast a memorial concert by Local 802, AFM, on Sept. 28, at 1 p.m., the time of the former mayor's regular Sunday *Talks to the People*.

Upcoming

Oct. 1: FMA Music Committee—AFM, AFM Hdqrs., New York.
Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.
Oct. 6-9: Financial Advertisers Assn. Convention, New York.
Oct. 12-15: AAAA Pacific Council annual meeting, Ahwahnee Hotel, Yosemite National Park, Calif.
Oct. 17-18: Kentucky Broadcasters Assn. fall meeting, Irvin Cobb Hotel, Paducah, Ky.
Oct. 20: Clear Channel Hearing, FCC Hdqrs., Washington, D. C.
Oct. 23-25: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.
Oct. 27-28: Canadian Assn. of Broadcasters Board of Directors meeting, Toronto.
Oct. 27-29: School Broadcast Conference, Hotel Continental, Chicago.
Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
Nov. 1: NARBA Engineering Conference, Havana.
Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.
Nov. 13-15: National Assn. of Radio News Directors, Second Annual Convention, Washington, D. C.

WHAS Celebrating 25th Anniversary This Week

WHAS Louisville is celebrating its 25th anniversary during the week of Sept. 28-Oct. 4 with a series of specially planned activities. Several outstanding WHAS and CBS programs are originating during the week from the Memorial Auditorium, with the public invited.

The Thursday night program will bring together Gov. Simeon Willis of Kentucky, Gov. Harold Gates of Indiana, Gov. J. Strom Thurmond of South Carolina, and Gov. Millard Caldwell of Florida, taking part in a discussion of the Presidential outlook for 1948. The discussion will be broadcast from the auditorium at 9 p.m.

Notables Attend WSYR's 25th Anniversary Dinner

SILVER ANNIVERSARY banquet of WSYR Syracuse, N. Y., was held Sept. 19 at Hotel Syracuse with national and local leaders in all fields present. The story of WSYR progress since its inception on Sept. 15, 1922, was told informally in a colorful souvenir booklet prepared by the station.

Among the guests were: Charles E. Wilson, president, and Dr. W. R. G. Baker, vice president, General Electric Co.; Rep. Hadwen C. Fuller (R-N. Y.); William S. Hedges and Harry C. Kopf, vice presidents, and Easton C. Woolley, director of station relations, NBC; Mayor Frank J. Costello of Syracuse; Phil Newsom, UP radio manager; Bert Silen, KZRH Manila, P. I.; Ralph Damon, American Airlines president; William White, president, Delaware, Lackawanna and Western Railroad; Dr. William P. Tolley, chancellor, Syracuse U., and Harry Hershfield, star of NBC's *Can You Top This*. Harry C. Wilder, WSYR president, was host. Toastmaster was E. R. Vadeboncoeur, WSYR vice president.

KFI Drops Fight

KFI Los Angeles has dropped its fight for Channel 4 for its new television station, FCC announced last Thursday. The station was assigned Channel 9 but argued that it should have Channel 4, which was given to NBC with which KFI is affiliated. The dispute [BROADCASTING, Aug. 4] was then set down for oral argument and was to have been heard by the Commission on Oct. 9. Argument was called off upon approval of KFI's request that its petition be dismissed.

Postwar

(*Continued from page 17*)

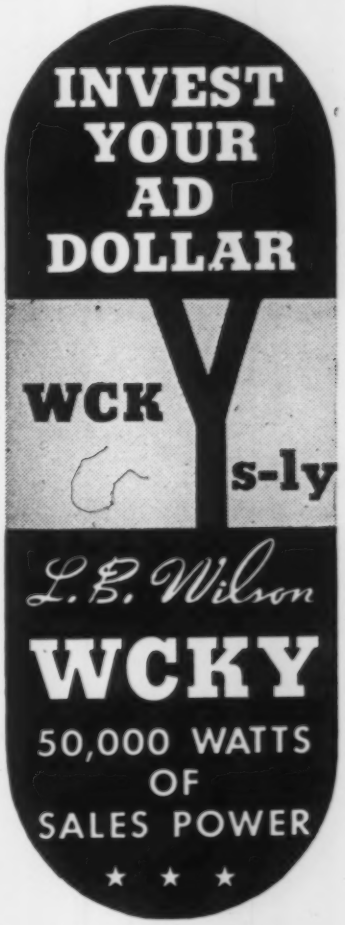
been a sizeable upswing since the "reserved" channels were released on July 1.

The rate of AM applications has had a comparable experience, in reverse. Current filings are now lagging almost 50% behind last September's figure; but earlier this year, just before the Commission instituted its temporary expediting plan, requests for new stations were fairly showered upon FCC. Television applications now going in are about on a par, numerically, with those being received late last summer, but there has been some gain since FCC decided the color television question, which had contributed to uncertainty in the video field throughout 1946.

An unofficial count of all new-station applications received by FCC during six recent weeks showed 77 AM, 44 FM, and 1 TV. During the comparable six weeks in 1946 there were 150 AM, 25 FM, and 2 TV.

AM applications continue to be a primary item of FCC's broadcast business. Better than 50% of this year's grants for new stations have been AM, and approximately 80% of the pending new-station applications are in the standard band.

In number of grants issued in all three services, FCC is about 30% short of the total it had reached at this time last year—about 600 this year to 850 as of early September 1946. AM grants are running about 10% ahead of last September's figures, FM authorizations are about 55% behind, and video grants are about 30% behind.



Proposed TV Rules in Oct. 13 Hearing

Deletion of Channel No. 1 Among Video Rules To Be Argued

ORAL ARGUMENT before a full Commission was ordered last week by FCC for Oct. 13 in the matter of proposed amendments to the rules and regulations governing the sharing of television channels with other services and the proposed deletion of video Channel 1, 44-50 mc. In view of the host of varied interests which had indicated they favored a hearing, proceeding is expected to effect a heated scramble for recognition should any frequency assignment reshuffle occur.

The Commission's proposal, released in August [BROADCASTING, Aug. 18], would delete TV Channel 1 and assign these facilities to non-government fixed and mobile services. Sharing of television's upper channels by the latter group would cease, except for certain fixed services such as aeronautical marker beacons in 72-76 mc band. By reducing the video channels from 13 to 12 some six cities, including Chicago, would lose a TV allocation availability. Allocations in 11 other areas also would be affected.

FCC last week also announced that all applications pending, or which may be filed, seeking assignments in the 44-50 mc or 72-76 mc bands will be held in abeyance pending outcome of the proceeding. Certain emergency operations are excepted.

Television interests, led by Television Broadcasters Assn., assert channel sharing has been proven impractical and that additional video facilities are needed if a truly serviceable nation-wide system is to be developed.

The fixed and mobile service interests generally hold that they are not receiving proportionate consideration in view of the scope of their activities. They also fear their stand may be pre-judged and unduly limited in view of the forthcoming further hearing on general mobile services scheduled Oct. 27.

No Evidence

In view of this latter point the Commission stated in its order for oral argument that no evidence or argument on the 44-50 mc question "will be received at this time concerning the specific number of channels which should be assigned in this band to particular radio services (e.g. police, fire, power, utility, provisional, experimental, forestry conservation, highway maintenance, special emergency)."

Thus the argument would be confined to whether 44-50 mc goes to television or to fixed and mobile services. FCC sources stated however that this would not exclude present low band FM broadcast and FM network interests which have been indicated to be adversely affected by the Commission's proposed changes.

In asking oral argument, NAB charged that FM as well as television would be hurt by the reallocation plan which FCC proposed several weeks ago in a move to eliminate the interference which results from sharing television frequencies with other services. With Channel 1 allocated to other services, sharing would be eliminated on most channels.

"Any action which will narrow the already limited portion of the spectrum allocated to these services (AM, FM, TV) will not serve the public interest, convenience and necessity as that phrase is used in the Communications Act," NAB's brief declared.

The statement noted that one video construction permit has been issued for use of Channel 1 and that two applications have been "virtually perfected for filing." Since only seven channels are available in any metropolitan area even under the present allocation, NAB declared, the proposed change "will aggravate a scarcity already apparent."

"Furthermore," the brief continued, "there are more than 20 FM stations now operating in this band and thousands of listeners use FM receivers not able to be tuned to the new FM bands. Finally, the only FM network now in existence operates in this band."

TBA's brief voiced opposition to the Commission's proposal that video Channel 1 be deleted and assigned other services; opposed the sharing of video Channels 7 and 8 with government fixed and mobile services, and concurred with the FCC's conclusions that there is no practicable sharing arrangement which will not cause serious interference to television reception. TBA also urged consideration of the present need for a minimum of three additional commercial television channels within the present frequency range assigned to TV.

TBA told the Commission that the present allocation of 13 channels to television produces certain "serious geographic insufficiencies and prevents the establishment of a truly nation-wide and competitive television system." The brief continued to point out that deletion of Channel 1 "and the accompanying modifications in television allocation, shocks the stability of the industry and the public confidence therein." The association recognized that "the technical solution of the problem which is therefore evolved is most intricate and difficult; however, it is urged that whatever the solution, it must be based on the touchstone of public interest and demand."

Joint Statement

RCA and NBC, in a joint statement to the Commission, urged that FCC "adopt a position in this proceeding which will assure the stability of the frequency assignments made to television." It was stated the proposed revision is desirable insofar as it prohibits sharing of video facilities and elimination of harmful interferences but that this should be accomplished without deletion of any TV channels.

The loss of video Channel 1 was declared to be more far reaching than the immediate effect upon one construction permit now issued. RCA-NBC cited the great investment of the public and industry in television, including development and research, and noted that this was being made with reliance upon the FCC's "providing adequate frequency space to accommodate a national television service."

Philco Corp. stated it too has found no satisfactory sharing arrangement devoid of harmful interference to both services and held that twelve channels on exclusive-use basis were better than more with sharing. Philco also pointed out that the video allocation is inadequate. The firm would not interfere with the stability of the allocation plan but indicated it could not agree to any plan which would exclude large areas of population from television service.

Yankee Network Inc. told the Commission that while the interference resulting from sporadic E renders the 44-50 mc band unsatisfactory for vital emergency radio service, the facilities may be properly employed as an entertainment channel. Although, as such, not satisfactory for television, the band is "pre-eminently suited for use which has been established and is currently in operation and for which service no permanent provision has been made," the Yankee brief said. Reference was made to the present FM wireless network operations in the 44 mc band by WFMN Alpine, N. J., the outlet of the FM inventor, Dr. Edwin H. Armstrong, and the Yankee outlets WGTR Paxton, Mass., and WMNE Mt. Washington, N. H.

It was pointed out that "full fidelity FM programs are being rendered to 10 existing FM broadcast stations" and by virtue of the 44 mc band operation the three above-mentioned stations are "capable of furnishing program service to FM stations serving over 20,000,000 people." FM relays in the 44-50 mc band could facilitate six national FM networks, Yankee indicated. The brief further said these could be established at an early date and at less cost than any alternative means of program transmission.

In a letter addressed to the Commission on this subject, Leonard Asch, president of WBCA Schenectady, N. Y., FM outlet, stated that of 18,000 FM homes within the service area of WBCA more than 15,000 are 44-50 mc only. He continued, "Judging from the constantly descending production

DINNER MEETING of the CBS Affiliates Advisory Board at the NAB convention provides the scene for an engrossing chat by this threesome. L to r: Adrian Murphy, vice president, CBS; George Higgins, manager, KSO Des Moines, and Herbert V. Akerberg, vice president in charge of station relations, CBS.

WHBQ

We Need Business Quihi*

*"Quihi"—sez Webster is the usual call for a servant.

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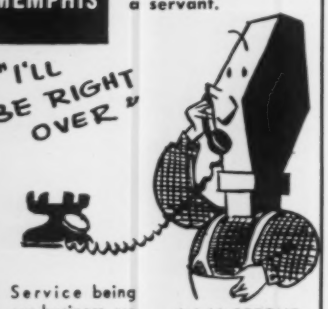

Service being our business, we are geared to meet your radio need, large or small, in a manner that experience proves pleases time buyers and clients. Just say, "Quihi" and we'll be there.

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• WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.

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MINNEAPOLIS — BOSTON — KANSAS CITY
SAN FRANCISCO — ATLANTA

HONORING Ralph C. Price, of Greensboro, N. C., at luncheon in Charlotte's Hotel Charlotte following his unanimous election as chairman of the board of directors of Jefferson Standard Broadcasting Co., owner of WBT Charlotte, were (l to r, clockwise around table): Grady Cole, WBT farm editor (extreme l); Edward De Gray, WBT assistant manager and secretary-treasurer of Jefferson Standard Broadcasting Co.; Hugh Campbell, legal counsel of the broadcasting firm; Julius Smith, vice president and general counsel for Jefferson Standard Life Insurance Co.; M. J. Minor, WBT chief engineer; Mr. Price, who is also president of the insurance company; J. M. Bryan, president of broadcasting firm; Charles H. Crutchfield, general manager of WBT and vice president of broadcasting firm; Jack Knell, WBT director of news and special events; Clarence Etters, director of WBT FM activities; Larry Walker, station's program director, and Keith Byerly, manager of North Carolina sales for WBT.

figures of set manufacturers, it will be a long time before this low band audience will be equalled with high band sets." Similar to Yankee, Mr. Asch stated "The 44-50 mc band has proved best for FM relay network operation, existing line facilities do not permit true FM network operation." He also believed that the "anticipated skywave interference in the 44-50 mc band would prohibit its use for vital emergency" services.

WDEL Wilmington, Del., which has received authorization for a Channel 7 commercial television outlet, requested permission of the FCC to present evidence later, "when more progress has been made in the art and when definite factual information is available," as to the best type of video service for Wilmington in view of the interference problem.

Trent Statement

Trent Broadcasting Corp., licensee of WTTM Trenton, N. J., permittee of WTTM-FM and television applicant, stated that the FCC's proposed deletion of Channel 1 would deprive Trenton of video service. It asked that this need of service not be overlooked in the consideration and requested opportunity to be heard if no provision for TV for Trenton were to be made.

FM Inventor Armstrong was granted an extension of time to Oct. 1 by FCC to file his statement regarding the Commission's proposal. Dr. Armstrong said in his request for extension that this "statement will contain information not now available to the Commission." The deadline for filing had been set as Sept. 15.

Likewise, Zenith Radio Corp. was afforded an extension until Oct. 1 to file comments.

FM Assn. has requested such an extension to submit a brief regarding FCC's proposal that 44-50 mc be used for fixed and mobile services. FMA said the effect "on FM broadcasting will be dealt with extensively."

FMA at its national convention in New York adopted a resolution to urge FCC to assign channels in the 44-50 mc band for wide area relay purposes only [BROADCASTING, Sept. 22]. Such relays would be point to point.

American Telephone and Telegraph, commenting for itself and the other Bell System companies, said common carrier fixed and mobile services should be permitted to continue to share TV channels subject to not causing harmful interference. Such sharing is feasible in many cases, it was stated. The brief continued that in the proposed changes no provision is made to accommodate certain fixed and mobile services to compensate for loss of right to share video channels 1-5 and 9-13 on mutually non-interference basis.

General Telephone Corp. took exception to FCC proposal and stated that the number of video frequencies are out of proportion to the limited number of frequencies available to public utility common carriers for development of mobile radio services for public use. The enormous demand by the public for such service was cited. General Telephone would assign TV Channels 6 and 7 for common carrier general mobile service.

Railroads' View

The Assn. of American Railroads stated FCC's proposal might delete some 53 channels now allocated to railroad service.

Others who requested hearing to protect their respective interests in view of the Commission's proposal included: Pacific Northwest Loggers Assn., in behalf of Forest Industries Communications; Pacific Logging Congress, representing 350 logging operations in 11 western states; the State of California, seeking protection of investments in mobile services in 72-76 mc band; National Bus Communications Inc., American Automobile Assn. and American Taxicab Assn. Inc., were concerned that immediate decision in this matter might detrimentally affect their stand in forthcoming general mobile services further hearing Oct. 27; RTPB Committee 4, Panel 15.

Not WLOK

NEW FCC member, Comr. Robert F. Jones, was incorrectly reported in BROADCASTING, Sept. 8, as a former minority stockholder in WLOK Lima, Ohio. Commissioner Jones once held an interest in Northwestern Ohio Broadcasting Corp., FM grantee in Lima and AM applicant there. He had withdrawn from Northwestern Ohio Broadcasting after becoming Commissioner - designate. [BROADCASTING, Aug. 11].

1922 ★ 1947 ★ THE NATION'S STATION

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To serve properly a large segment of the American radio audience for a quarter-century has been a stimulating, challenging responsibility of The Nation's Station.

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KFDM penetrates the three largest cities in the Great Gulf Coast Region—Beaumont, Port Arthur, and Orange—reaching a 584 million dollar effective buying income!

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FOR ECONOMICAL ADVERTISING IN THESE 5 PROSPEROUS PENNSYLVANIA MARKETS

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"The Voice of Lebanon Valley"

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Julian Skinnell, Operations Manager
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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Young woman who can write with a punch! 1000 watt midwest, regional network station desires to round out continuity staff with experienced writer who can produce strong, brisk sales copy and who "mikes" well. Start $65.00 per 48 hour week. Send sample copy, qualifications and photo to Box 461, BROADCASTING.

Wanted—Announcer with good voice, good delivery, for newscasts and other commercials. Ideal working conditions. Old, established network affiliate in progressive Pennsylvania community. Write Box 495, BROADCASTING.

Commercial manager—Midwest independent station 1 kw daytime with FM shortly, desires topnotch commercial man. No hot shot wanted; no pressure fly by night. Market of 250,000. Salary and commission. Send letter and picture to Box 512, BROADCASTING.

Wanted—Two experienced announcers with at least two years of broadcast experience for 1000 watt daytime Carolina station. Send transcription and full information. Box 563, BROADCASTING.

Wanted—Operator-announcer, 250 watter network station in southwest. $65.00 for 48 hours. Box 571, BROADCASTING.

Manager, west coast local. Must have executive ability, with proven record of performance. Send all details first letter, include photo. Confidential. Box 584, BROADCASTING.

Wanted — Experienced announcer. No floaters or drinkers need apply. Send audition disc only upon request. Liner's Broadcasting Station, Inc., Monroe, La.

Local sales manager. Newspaper-owned, established network affiliate, lovely southern city in growing market, wants man with sales "know how". Salary and commissions. Send all details and photo. Box 587, BROADCASTING.

Chief engineer wanted. 1000 watt affiliate in Georgia wants chief to supervise two operators and assume responsibility for technical operation and maintenance. Equipment in excellent condition. Pleasant working conditions. Send all details, salary and photo. Box 588, BROADCASTING.

Wanted—Young energetic salesman. 250 watt network station, southwest. Box 572, BROADCASTING.

Metropolitan net affiliate in city of half-million population is accepting applications for announcing staff vacancy. Candidates must have good voice and minimum of two years' experience. Job pays $63.70 weekly for 46 hours. Send disc with around ten minutes of news and varied commercials, along with recent photo. Box 589, BROADCASTING.

Engineer with first class license FM experience preferred or one willing to learn FM in new station construction. WLOG-FM, Logan, W. Va.

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NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Help Wanted (Cont'd)

Wanted—Good announcer with first class license, for new 250 watt station. KWPM, West Plains, Missouri.

Announcer with general experience. Send photo, audition disc and full information with first letter. WTMC, Ocala, Florida. No phone calls.

Announcer-Operator: Experienced announcer with first class license. Give full information and indicate salary desired. WROD, Box 3777, Daytona Beach, Florida.

You can be a KIST announcer if you've a good voice, first phone ticket, and like southern California, at sixty weekly. Send platter, qualifications. KIST-NBC, Santa Barbara.

Announcer opportunity with livewire Mutual affiliate. We believe in and deliver good radio. Applicants must have some experience and have a desire to learn. Housing available. Send details, disc, to Program Director, KHUZ, Borger, Texas.

Salesman wanted—A man with radio background who can sell and assume full responsibility for the production and broadcast for his accounts. Contact Phillip J. Reilly, Commercial Manager, WLBR, Lebanon, Pennsylvania.

Richmond, Virginia, 1 kc, daytime, is accepting applications for experienced commercial announcers and salesmen. Do you have a record satisfactory performance? Veterans preferred. WXGI, 100 West Franklin Street.

Experienced announcer for 5000 watt AM and FM NBC affiliate in service 21 years. Send photo, audition disc and complete information about schooling and experience. Car necessary. KSEI, Pocatello, Idaho.

Good announcer with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

Bonuses are handy at Christmas. Ask your Commercial Manager about the 15% bonus being paid station time salesmen by The Cardinal Company for the sale of their open-end Xmas packages.

Engineers (2) wanted for 5 kw daytime operation. Must have first class operator's license Sober, reliable. Opening immediately. Write direct to E. E. Stone, Pres., WJMX, Florence, S. C.

Thanks broadcasters for the confidence and wonderful convention reception! We urgently need 57 announcer-technicians, 22 copywriters, 40 announcers, 31 program directors, 17 managers, 27 chief engineers; 68 salesmen (no order-takers) (salaries to $250. weekly) for jobs open! RRR, Employment Service, Box 413, Philadelphia 5, Penna.

Riggers submit bid erection three four five foot Lehigh tower with five three foot RCA Pylon atop, include wiring and painting. Working plans available. Start October 15. WSLB, Ogdensburg, N. Y.

Control engineer for Indiana station. Must have radiotelephone first class license. No announcing. Control experience preferred. Starting salary sixty-five to seventy-five in one year. In reply state experience, education, references and enclose snapshot. Interview is a necessity. Box 597, BROADCASTING.

Seeking sales manager for 5 kw station under construction; also FM operation. If well qualified please forward photograph, background and facts, detailing sales experience. Prefer midwestern man. Write, KCRG, Cedar Rapids Gazette, Cedar Rapids, Iowa.

FOR SALE

Fairchild portable recorder model F-26C in leather carrying case. Excellent condition. Price $400.

WFBR, 10 E. North Ave., Baltimore, Maryland

Help Wanted (Cont'd)

Radio engineer with 1st class operator's license and broadcast experience for fulltime employment with Washington, D. C. station. VHF experienced preferable. Write Box 612, BROADCASTING.

Wanted Chief engineer who will take some shift—New England 250 watt, network affiliate—at once. First letter to include background and salary expected, when available. Box 1429, Waterbury, Conn.

Wanted — Commercial man for New England daytime station. Must be willing to work. State salary expected, experience, etc. Box 605, BROADCASTING.

Upstate New York NBC affiliate needs qualified news announcer. Income exceeds $65.00 weekly. Rush transcription and background to Box 600, BROADCASTING.

Radio script writer, immediate opening, national organization with headquarters in midwestern city. Permanent staff position. Writing assignments in national network field, established nationwide transcribed dramatic shows, local and regional broadcasts. Also, promotional and public relations activities. Advancement open to individual capacity. Position held for World War II veteran. Submit scripts, background resume with first reply. Address Box 608, BROADCASTING.

Wanted — Combination engineer-announcer. First class license holder. Announcing more important than technical ability. New station in small southern city. Box 610, BROADCASTING.

Announcer, with good voice, good delivery, for newscasts and other commercials, platter shows, willing to work under GI Training Bill. Write Box 609, BROADCASTING.

Radio personnel—We have openings for junior and senior announcers, writers, producers, newscasters, sportscasters, operators, chief engineers, technicians. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

Commercial manager—Mexican station serving 20 county area of south Texas needs American commercial manager. Start $200 guarantee against 25% commission. Earnings possible up to $1000 or more. Will grant U. S. exclusive representation upon 6 months proof of ability to deliver. Send detailed qualifications and references if you are interested in this outstanding opportunity. Box 611, BROADCASTING.

Experienced announcers for solid new station. Good opportunity. Housing immediately. Rush background, disc, photo, salary requirements. WFLB, Fayetteville, N. C.

Wanted — Combination engineer- - announcer. Must have first ticket. Will train for announcer. Pay will depend upon announcing ability. Also need news-sportscaster announcer. Down where the sunshine spends the winter. Radio Station KVOU, Uvalde, Texas.

First class engineers or combination engineer-announcers. Housing no problem. Rush background, photo, salary requirement. WFLB, Fayetteville, N. C.

Continuity writers from Iowa or surrounding states. One year's experience minimum. All types copy and script. Must be interested in constantly improving work. 5000 watt, ABC affiliate. Midwest aggressive, old established station, fine opportunity for person with initiative and ideas! Salary commensurate with ability. Send samples of work; qualifications, photo. Box 618, BROADCASTING.

Wanted—Experienced time salesmen, daytime station in central Ohio. 15% commission against adequate drawing account. Chance for advancement to commercial manager. Give complete background, also photograph in first letter. Box 617, BROADCASTING.

Announcer-operater wanted. Experienced. Sober. Reference required. Salary commensurate with ability. Personal audition required. We are progressive network affiliate in Central N. Y. Pleasant working conditions. Reply Box 621, BROADCASTING.

Situations Wanted

Operator 1st phone. Army telegraph operator 3 years, reliable, single, will travel. Box 523, BROADCASTING.

SPORTS ANNOUNCER

Six years in present position with eastern metropolitan station. Desire change to sports-minded station. Excellent in sports program, reporting, commentary. Top quality play-by-play. Go anywhere, two-weeks notice. $100 per week. Box 590 BROADCASTING.

Situations Wanted (Cont'd)

Promotion manager, now 50 kw station. Idea man, both audience and sales. 11 years radio and publicity. Box 569, BROADCASTING.

Special events—public service—newscommentator. Mature, but not old. Good voice, good ideas, progressive. Want connection with 5 kw (or better), long established affiliated station. Southeast or east preferred. Box 567, BROADCASTING.

Transmitter engineer, AM and FM, single, vet, 40 months experience, including two years' at Boston network regional. Available, without car, after two weeks notice. Box 568, BROADCASTING.

Continuity, programming. Three years experience. College graduate. Recently, attended NBC-Northwestern Institute. Desire position assisting program director and writing. Box 570, BROADCASTING.

Announcer. Excellent newscaster and commercial man. Also, A-1 sports announcer. Now working for Chicago network station in non-broadcasting capacity. Single, veteran. Disc upon request. Box 573, BROADCASTING.

Announcer—Nine months commercial experience, large amount sustaining, and Army. Can handle board, continuity, special events. Box 575, BROADCASTING.

Radio or television station manager—College graduate, vet, single, four years training in radio productions, announcing, programming and writing. Rapid fire play-by-play all sports. Practical knowledge of television studio and productions. Trained and aired shows at Dumont Television studios. Box 576, BROADCASTING.

Newsman—25, veteran, degree in radio broadcasting, reportorial experience on large metropolitan newspaper, seeks same position in radio. Box 578, BROADCASTING.

Sportscaster available—Working knowledge of all sports, and play-by-play experience. References from leading radio men in the country, who assure me that in a couple of years I'll be topnotch in the U. S. Not an egotist or bragger, just plain facts. Married, veteran, now employed. Try me just once. Go anywhere, salary secondary. Reply to Box 579, BROADCASTING.

Experienced station manager available within next two months. Seven years managerial experience. Over five years general manager southern California small market station. Currently general manager AM and FM newspaper-owned station. Experienced in newspaper-radio station cooperation due to association with two such owned stations. Managed station that won Variety Showmanship Award three years ago. 39 years old. Married. College. Seeking real opportunity to become working partner or share in profits. Prefer western states. Box 580, BROADCASTING.

General manager or program director. Age 28. Single. AB degree in Radio Journalism. Seven years practical experience including: announcing, promotion, merchandising, news editing, traffic and program direction ranging from 50 kw network affiliate to 250 watt local. Currently program director in major southeastern market. Desires to make change, but remain in south. Working conditions and future prospects more important than starting salary. Available on two weeks notice. Write Box 581, BROADCASTING.

Announcer, 34, experienced, prefer New England station. Box 582, BROADCASTING.

Manager—Experienced new construction and established operations. Married, have car. Prefer east of Mississippi. Available October 15. Box 525, BROADCASTING.

Eastern disc jockey, humorist. Box 526 BROADCASTING.

AVAILABLE IMMEDIATELY
SALES MANAGER, MANAGER

For the past ten years I have been selling for the same 5000 watt network station; the past four years as general manager. In that time I've learned the sincere, conscientious method of selling radio time which keeps local accounts renewing year after year. Also, I have made several trips to the east contacting national agencies and am thoroughly acquainted with this branch of the business. Age 36, married, three children, graduate of the University of Missouri School of Journalism. I have personally sold a million dollars worth of radio time and can make money for your station as sales manager or general manager. References from top industry men., Box 613, BROADCASTING

Situations Wanted (Cont'd)

Chief engineer, will install. Broad experience. Handle any power, familiar with Doherty circuitry and directional systems. Minimum considered, 1 kw fulltime with net in good market, midwest to west coast. Box 583, BROADCASTING.

50 kw disc jockey, humorist. Highly experienced. Box 586, BROADCASTING.

Manager-program director. Handle complete details new station. Box 591, BROADCASTING.

Engineer, 1st phone, 2nd telegraph, amateur W2WBL. Interested announcing, amateur composer, writer, singer. Veteran, single, 23, travel. Salary optional. Small station experience wanted. David Sparky Frankel, 2250 83rd St., Brooklyn 14, N. Y.

Announcer. Solid selling voice. College background. Trained all phases Radio City school. Disc, foto. Phone Sedgewick 3-7019. Jack Rock, 2229 Creston Ave., Bronx 53, New York.

Versatile announcer, newscaster, disc jockey, special events; specialty sportscasting. Experienced. Bill Donaldson, 8800 Wilshire Blvd., Beverly Hills, Calif.

Announcer, newscaster, disc jockey. Go anywhere. Bob Feiman, 2003 Pelham Ave., West Los Angeles.

If you are interested, here is a versatile experienced announcer who can handle consoles and public relations. At present employed behind scenes on leading network, but prefer getting behind mike again. Sober, single, sincere. Salary? Of course! Pat Cunniff, 2722 N. 76th Ave., Elmwood Park, Ill.

Eleven years, various engineering capacities, one of largest transmitting stations. Seeking job chief engineer small AM or FM station or staff radio engineer larger organization. E.E. Degree, graduate CREI. Vicinity New York City. Arthur Kramer, 377 South Second, Lindenhurst, L. I., N. Y.

Love that Job! Love that boss! But don't love New England winters. Brrrrr! Been saying that for 16 years as WDRC transmitter engineer, last 7 as supervisor. Also, experienced in advertising and radio writing. Will accept best offer from Florida, Texas, N. M., Ariz., or California. Franklin Keefer, WDRC, Hartford, Conn.

Announcer — 5 years experience all phases. Available for personal auditions in midwest. Ward, 7230 Yates Avenue, Chicago, Ill.

Technician with first phone license, five years radio repair experience and car seeking broadcast work: Bill Cameron, 495 Tenth Ave., San Francisco 18, Calif.

Disc jockey with a "hit record." 5 years of spinning platters, pulling mail, building Hoopers and selling merchandise. Sold an audience of 2 million for 2 years. Am anxious to settle in progressive metropolitan city. Ideas, energy, enthusiasm. Write or wire "Jockey," 11360 Sunset Blvd., L. A., Calif.

Young woman—Experience announcing, platter shows, women's angle commentating, acting. Disc, photo available. Cathy Steffes, 1227 Lodi Place, Hollywood, Calif.

1st class phone license. 5 years varied experience. Desires transmitter position. Box 615, BROADCASTING.

Engineer—1st class telephone, telegraph. Ham, communication experience. Young, ambitious. Will travel. Box 559, BROADCASTING.

Announcer—22, single, veteran. Alert, ambitious, no floater. Will travel. Box 564, BROADCASTING.

Engineer. 1st phone, mechanically inclined, vet, married, RCA grad. Box 565, BROADCASTING.

No whiz kid, need experience as announcer. Attended Columbia College, Chicago. Salary no hold back. Record and photograph on request. Reply in care of Box 566, BROADCASTING.

Transmitter operator 1st class license. Desires position in middlewest. Box 616, BROADCASTING.

EXPERIENCED SALESMAN AVAILABLE

If you are looking for an experienced radio salesman, here is your opportunity of securing an outstanding man. Not looking for a desk position, but a tough selling job where I'll be paid according to the amount of business I produce. Will furnish unquestionable references and arrange interview at my expense providing your city is one in which I would like to live. All replies acknowledged promptly. Box 599, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, vet, married, professionally trained all phases leading N. Y. school. Disc, photo on request. Will travel. Henry Mintz, 322 East 35th Street, New York City.

Salesman residing on west coast seeks new connection. Knows programming. Box 592, BROADCASTING.

Announcer. Three years experience. Programming, promotion and sales. News director. Box 594, BROADCASTING.

Two experienced radio announcers. Desire position together. Excel in play-by-play sports and disc shows. Work exceptionally well together. Valuable background in sales and continuity. Raymond Whitmer, 6651 S. Stewart Avenue, Chicago 21, Ill.

We can staff your station with three experienced announcers, newscasters, copy and continuity writers. Radio experience Hollywood area. Have worked together 10 months. Will go single if necessary. Stewart MacArthur, 1541 South Manhattan Place, Los Angeles 6, Calif.

Announcer experienced all phases radio. Asset for any station. Lee Maller, 14 Maujer Street, Brooklyn 6, N. Y.

Engineer, 1st phone, station experience. College background. Will travel. Salary $45.00 start. Ted Braunstein, 190 S. 8th St., Brooklyn 11, New York.

Stop searching for a good announcer. Here's promising personality combined with capability. Veteran with college background, trained all types show leading Radio City school. Call Mount Vernon 7-3908 or write Jerry Teddy, 116 N. 7th Ave., Mt. Vernon, N. Y.

Newsman—Thoroughly experienced, intelligent rewrite — good, capable announcer — mature, sober, conscientious. $75.00 minimum. Presently employed. Box 333, BROADCASTING.

General manager available. 15 years experience all phases station operation. Married family man, top record and references. South only. Confidential. Box 493, BROADCASTING.

Announcer. Vet, capably handle newscasts and commercials. Will travel. Box 517, BROADCASTING.

Announcer, sportscaster. Experienced. Available immediately. Go anywhere. Box 518, BROADCASTING.

Listen to audition. Vet, radio newcomer. Professionally trained all phases announcing. Available for on-job-training. Travel anywhere. Box 521, BROADCASTING.

Young man with approximately two years of radio, with general knowledge of all, but mostly with sales and copy, desires position. Has car. Prefers western station. Col. Davis, 517 Aldine Street, Chicago, Illinois.

Announcer. Young man, vet, trained all phases by CBS instructor at leading Chicago radio school. No commercial experience but willing, hard worker. Could be asset to any progressive station. Will travel. Disc on request. Contact Douglas Cain, 1526 E. 66th Place, Chicago, Illinois.

1st phone, 2nd telegraph, interested announcing. 2 years experience. Chief Radio Operator, Merchant Marine. Graduate RCA, 21, single, references NBC New York. Available November 25. Box 619, BROADCASTING.

Commercial manager—Well-paid time salesman, family man aged 34 with wide advertising promotion and agency experience behind present job, feels ready for greater responsibility on progressive station. A half-hour of your time should determine whether I can make you enough profit to earn a better-than-average income. Box 620, BROADCASTING.

FOR SALE

1. **250 Watt RCA AM Broadcast XMTR, Model 250-K. Brand New, Less Tubes. $1,500.00 f.o.b. New York City.**
2. **600 Watt TEMCO, 1 kw on CW. Present Range is 1.5 to 20.0 mc. Easily Modified to Broadcast Range, Complete less Console. Excellent Condition.**

Both xmtrs in stock, available immediately.

A. B. ARTHUR
381 Seventh Avenue, Bklyn. 15, N. Y.
STerling 8-1900.

Situations Wanted (Cont'd)

1st phone. Veteran. Experienced in control room and transmitter work, for local network station. Have no car. Box 598, BROADCASTING.

Manager—Experience in all phases of radio except engineering. Specialize in construction of stations, business and good programming. Excellent recommendations. Hard worker, sober, honest, reliable. Desire permanent position in larger market. Box 595, BROADCASTING.

Will trade 5 years announcing experience and topnotch air work for position offering permanency and opportunity to use initiative. Box 596, BROADCASTING.

New station—Three engineers to fill your needs for engineering staff. Experienced AM-FM, console operation, construction, transmitter operation. Prefer Florida location. No "on the job training." Box 607, BROADCASTING.

Program director, 10 years experience, programming, production, announcing, desires position with expanding operation where quality counts. Box 603, BROADCASTING.

Program director thoroughly experienced AM or FM wishes permanent connection with growing station in friendly community, preferably college town. Box 602, BROADCASTING.

Time salesman—Aggressive with know-how. Real producer. Creative. Former advertising account man. Compensation and fact first letter. Box 601, BROADCASTING.

Announcer—Vet, single, trained all phases. Would like small station west or midwest. Spiro Palis, 4448 Adams, Chicago, Illinois.

Engineer, studio, transmitter. Desires position New York, Long Island or vicinity. First phone. Ham operator, presently employed. Box 614, BROADCASTING.

Wanted to Buy

Field intensity meter, new or used, immediately. Contact WMRF, Lewistown, Penna.

Closed corporation desires control or outright purchase of outstanding station, network preferred. Box 593, BROADCASTING.

Wanted—Truscon self-supporting 90-mile antenna. Height not less than 168 feet above insulators with base triangle of 6 feet, 9 inches. Write, wire or phone Reggie Martin, Radio Station WFTL, Fort Lauderdale, Florida.

Miscellaneous

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

Frequency monitor service: We service all standard makes of station monitors including replacement or regrinding of the crystal. High quality quartz crystals for broadcast and other services. FCC accepted station frequency measurements. Over a decade of satisfaction and fast service! Eidson Electronic Company, Temple, Texas.

(Continued on page 80)

OPPORTUNITY KNOCKING

New 1000 watt station, now under construction in midwest city of 40,000 offers real opportunity for thoroughly experienced and reliable man to operate and manage station. Must be familiar all details, know how to direct others and direct sales department. Only station in a really fine market. Salary and bonus arrangement with interest in station a possibility. Should be on job by October 1 to 15. Station scheduled to go on air about November 1. The man we are looking for will take his place in community affairs, be thoroughly dependable and able to accept all responsibilities of successful management. In applying give all details. Everything confidential.

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FCC Issues Conditional Grants For 7 New Class B FM Outlets

CONDITIONAL GRANTS for three new FM stations were issued by FCC last Thursday, bringing the past 10 days' total to seven. Four were announced Sept. 19, along with construction permits issued for seven Class B FM operations in lieu of previous conditions.

Last Thursday's conditionals went to WFLB Fayetteville, N. C., for a Class B station with Channel 236 (95.1 mc) as proposed assignment; WKBR Manchester, N. H., for a Class A station on Channel 261 (100.1 mc); and Radio Station Des Moines Inc., for Class B operation on Channel 222 (92.3 mc). Channel assignments are proposed, not final, since conditional grants are subject to further review and approval of engineering details.

The Commission also approved assignment of construction permit for WLEE-FM Richmond from Thomas Garland Tinsley Jr. to Lee Broadcasting Co., wholly owned by Mr. Tinsley.

Radio Station Des Moines Inc. is headed by Myron J. Bennett, president of Bennett Adv. Agency and formerly with KRNT Des Moines and other stations. He owns 18%. A. O. Caplan, executive of firms publishing several Chicago community newspapers, has 40%. William B. Abramson and E. S. Abramson, Des Moines automobile dealers, have 20% each, and Ray C. Fountain, Des Moines attorney, owns 2%.

FM actions announced by FCC on Sept. 19:

Sundial Broadcasting Corp., San Francisco, received a Class B conditional grant with proposed assignment of Channel 271, 102.1 mc. All of the Class A voting stock is held by William R. Crocker, Long Island, N. Y., in the armed forces until February 1946, who is president. Other officers include: Ray C. Schnitzer, with FM station WGHF New York, vice president; Edward Davis, freelance writer, secretary; and Herbert G. Flourance, WGHF chief engineer. All are to move to San Francisco and devote fulltime to station.

Other conditional grants went to existing standard station operators. Including proposed assignments, they are: Class A, in lieu of Class B previously assigned, to Medford Printing Co., licensee KYJC Medford, Ore., Channel 224, 92.7 mc; Class B to West Memphis Broadcasting Corp., licensee KWEM West Memphis, Ark., Channel 290, 105.9 mc; and Class B to WDAS Broadcasting Station, licensee WDAS Philadelphia, Channel 243, 96.5 mc.

The following were granted CPs (power is effective radiated power, antenna height is above average terrain):

WMBD-FM Peoria Broadcasting Co., Peoria, Ill., Class B, Channel 223, 92.5 mc, 16 kw, 545 ft.

WIBA-FM Badger Broadcasting Co., Madison, Wis.—Class B, Channel 268, 101.5 mc, 207 kw, 1010 ft.

WRNL-FM Richmond Radio Corp., Richmond, Va.—Class B, Channel 271, 102.1 mc, 43.7 kw, 430 ft.

WHPE-FM High Point Enterprise Inc., High Point, N. C.—Class B, Channel 238, 95.5 mc, 37 kw, 395 ft.

WKBH-FM WKBH Inc., LaCrosse, Wis.—Class B, Channel 226, 93.1 mc, 76 kw, 760 ft.

WMRC-FM Textile Broadcasting Co., Greenville, S. C.—Class B, Channel 235, 94.5 mc, 79 kw, 1173 ft.

WGAA-FM Northwest Georgia Broadcasting Co., Cedartown, Ga.—Class B, Channel 241, 96.1 mc, 5.5 kw, 275 ft.

In lieu of previous frequency assignments Commission designated Channel 264, 100.7 mc, for WCOP-FM Boston and Channel 235, 94.9 mc for KCFM (KCMO) Kansas City.

For Sale

250 w RCA AM transmitter for sale as is. Box 577, BROADCASTING.

Best offer takes type 40-B Andrews phase monitor used three months and in A-1 shape. 29,900 feet No. 10 medium hard drawn copper and 24,400 feet No. 8 medium hard drawn copper ground wire. Entire lot by the pound. WEEK, Peoria.

1 kw transmitter, RCA frequency monitor, WE limiting amplifier, General Radio modulation monitor; two 70-C turntables, 200 ft. coaxial line, 180 ft. self-supporting Truscon tower. Price $7,500. S. D. Wooten, WREC, Memphis.

GE wire recorder. Factory rebuilt. Make offer. Engineering Department, Radio Station WJW. 1375 Euclid Avenue, Cleveland, Ohio.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Temco transmitter, 250 watts, never used, control console, monitor amplifier, two loud speakers in cabinets, oscilloscope. $1500 takes everything. Chester Daly, 1943 Seneca, Buffalo.

Practically new Rek-O-Kut professional recording turntable, volume indicator, Stromberg-Carlson amplifier, speaker, and Shure microphone. Box 604, BROADCASTING.

Carrier, 7½ h. p. A.C. three phase 60 cycle 220-440 volt freon, air conditioning compressor, model 7H575 EF, serial #23099, complete with starter, etc. Compressor needs new seal. Also one 7½ ton Carrier evaporative condenser type 9L2, serial #35131A, complete, ready for use. Clean, condition excellent. Also, one four row direct expansion cooling coil 54" x 24", face area complete with expansion valves. Clean, condition excellent. Equipment ideally suited to air condition moderate size broadcasting station and studio. Write, wire or telephone U. S. Engineering Company, 914 Campbell St., Kansas City, Mo., attention Henry Nottberg, Jr.

Fore sale—Used AM Wincharger tower, 176 feet, in use only 6 years. Excellent condition. $2,000 FOB Kokomo, contact Joseph W. Jordan, Gen. Mgr., WKMO, Kokomo, Indiana.

FOR SALE

MIDWEST REGIONAL

Very profitable 1 kw operation located in one of the midwest's rich, medium-sized industrial and farm markets. Primary coverage over 800,000 persons having a very high effective buying income. This fine facility is available at less than five times earnings only because of serious illness of owner. Price $120,000.00. Financing arranged. Write exclusive representatives

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Exbrook 5672

GETTING AROUND is no problem these days for executives of WKRC Cincinnati and its FM affiliate WCTS. Since the station purchased its new Beechcraft Bonanza, attending a business luncheon in Omaha or New York is a simple matter. Hulbert Taft Jr. (1), managing director of WKRC and WCTS, is shown at controls as plane completed its maiden flight and landed at Atlantic City for NAB convention. Accompanying Mr. Taft were Herman A. Fast (center), WKRC manager, and George E. Wilson, chief engineer, WKRC-WCTS.

FCC Is Requested by CCBS to Furnish Details on FM for Its Future Sessions

FCC WAS ASKED by the Clear Channel Broadcasting Service last week to make available its information on the efficiency and performance of FM sets, FM tuners, and built-in antennas, so that CCBS may use the data in its preparation for the clear-channel sessions.

The request was predicated on the "assumption" that the clear-channel hearing issues would encompass the question "whether and to what extent the area and population of the U. S. may be expected to receive satisfactory broadcasting service from FM stations in the future."

If this "assumption" is incorrect and the question of potential FM service is not pertinent, CCBS asked that the Commission "make a finding to this effect and rule accordingly."

"If and to the extent that said question is held to be relevant," CCBS declared in its petition, the clear-channel group intends to "present evidence relating thereto" at the next clear-channel sessions, in which the long-drawn hearing will be completed. This is now slated to get under way Oct. 20 (story page 17).

CCBS asked the Commission to "deliver or render accessible to petitioner all information (whether in the form of measurements, tabulations, reports, or other documents) in the possession of the Commission relating to the sensitivity, selectivity, efficiency of built-in antennas, and overall performance of FM broadcast receivers (including combination AM-FM broadcast receivers), and FM tuners. . . ."

The petition asked that this information be made available "according to price ranges but in such a manner as to preclude any reasonable possibility of associating any of the requested information with any particular manufacturer's product."

CCBS said this information is "indispensable to any adequate presentation" of evidence on potential FM service. It said it was informed that FCC "has in its possession such information which has not been made public, which is not available from any source, and to which petitioner does not otherwise have access."

The petition was filed Thursday by Louis G. Caldwell and R. Russell Regan, Washington attorneys, as CCBS counsel.

RICHARD HUDNUT Ltd., Toronto (hair preparations), is starting spot announcement campaign in major Canadian cities. Agency: James Fisher Co., Toronto.

FOR SALE

EASTERN 250 WATT STATION

One of the most desirable 250 watt operations having combined studio and transmitter facilities. Excellent equipment and building located in one of the eastern seaboard's best small cities. Showing nice profits now and has an outstanding opportunity for facility development and increased volume.

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Committee Studies Record Standards

Magnetic Tape to Be Placed In NAB Group's Project

ADOPTION of new recording standards to supplement those approved before the war by the NAB Recording and Reproducing Standards Committee may be effected in time for the NAB spring convention. Action looking to that end was taken at the NAB Convention in Atlantic City.

An enlarged subcommittee will work on technical standards prior to a committee meeting in January.

Magnetic Tape Included

With growth in use of magnetic tape recording, the committee will consider standards for this method of reproduction along with standards for phonograph records, according to Royal V. Howard, NAB Director of Engineering. Already magnetic tape standards have been adopted in Europe, where the method has been widely used.

At a meeting during the Atlantic City convention the committee was told by several engineers that the present high-frequency uplift is excessive. Standards are sought for both 33 and 78 rpm, using only one filter.

Engineers attended the meeting from the United States, Canada, Mexico, Cuba, Portugal, South Africa, Russia, India, United Kingdom and the International Broadcast Organization (OIR) Brussels.

Seattle Welcome

SEATTLE gave the RCA Victor-Allied Stores Television Caravan a rousing welcome and Mayor Devin proclaimed "Television Week" when the caravan visited the city's Bon Marche store in mid-September. Five Seattle radio stations broadcast details on the caravan and interviewed Lou Sposa, manager of the caravan and his travelling companions.

GE Starts Microwave Relay TV, N.Y.-Schenectady, Today

TELEVISION programs originating in any video station in New York, Philadelphia or Washington will be available to the viewing audience in the Albany-Troy-Schenectady area beginning this evening (Sept. 29), when General Electric Co. officially inaugurates its new microwave relay between New York and WRGB, GE television station in Schenectady.

Programs available through this relay will make the WRGB area the "best video-programmed region in the country," at least until the relay or a similar networking service is extended to other territories, General Electric officials told newsmen in Schenectady last Wednesday when programs originating at WNBT and WABD New York were sent over the relay in an advance demonstration.

Although WRGB has rebroadcast a number of WNBT's programs on a regular basis for the past seven years, the station has not made any exclusive video network tieup as yet, according to Al Zink, WRGB program supervisor. Mr. Zink announced that the first month's schedule following the inauguration of the new relay would include regular pickups from WABD, the Du Mont station in New York, and WCBS-TV New York as well as from WNBT.

Tonight's opening program, he said, will be a salute from NBC, with Niles Trammell, NBC president, and Frank E. Mullen, executive vice president, and other top executives paying their respects to WRGB and the new relay system. On Tuesday evening the pickup will be from WABD and on Thursday from WCBS-TV, with those pickups to be repeated for the succeeding three weeks. Citing the limited supply of talent available locally and the high cost of live programming as limiting factors on WRGB's local program presentations, Mr. Zink said that present plans contemplate about seven hours a week of local telecasts, with the remainder of the station's programs coming from New York, Philadelphia or Washington via the relay.

Relay was to be put into use two days before its formal dedication to carry Saturday's Army-Villanova game at West Point to the WRGB audience. Telecasts of ten of the East's top collegiate gridiron contests will be relayed during the season to WRGB from WNBT, on which they are sponsored by the American Tobacco Co. for Lucky Strikes. WRGB carries commercials experimentally and without making any charge.

Deal for KFBI Wichita Sale For $350,000 Is Up to FCC

NEGOTIATIONS for the purchase of KFBI Wichita, Kan., by a syndicate of prominent radio men for $350,000 were completed last week, subject to FCC approval.

The group includes R. J. Laubengayer, president and part owner of KSAL Salina, Kan.; John P. Harris, associate of Mr. Laubengayer in ownership of KSAL; Horace L. Lohnes of the Washington radio law firm of Dow, Lohnes & Albertson; Clem Randau, former vice president of Marshall Field radio and newspaper enterprises and previously vice president of UP; and Howard Lane, director of radio of the Marshall Field operations.

Each of the group will own approximately 20% interest in the station, which is being acquired from the Farmers & Bankers Broadcasting Corp., a subsidiary of the Farmers & Bankers Life Insurance Co. of Wichita.

KFBI, operating with 10 kw day and 1 kw night on 1070 kc, is affiliated with ABC and Mutual and the Kansas State networks. There reportedly is some overlap between KFBI and the Harris-Laubengayer interests of KSAL, but it was understood that FCC will be told that its extent is considerably less than that existing in a number of other cases which have been given Commission approval.

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BROADCASTING

New Advisory Unit To Meet in October

Group of 17 Radio Leaders To Study IBF Plan

INITIAL MEETING of the new advisory committee on international broadcasting will be held in New York in early October, according to information received last week.

Assistant Secretary of State William Benton announced the committee appointments before resigning last week and said: "The Committee will advise the Department on those subjects pertaining to our international broadcasting which will be of greatest interest to the people and the Congress."

The new group is a working committee which will probably restudy the "'International Broadcasting Foundation" plan recommended by the State Dept. Other plans will also be discussed in an attempt to find one which can be agreed upon by both industry and government.

As Mr. Benton says in his announcement, "Congress will naturally look for advice and guidance to the seven private licensees with whom the Department now has contracts and to other leaders in the radio field."

Those invited to serve on the new committee are: Gardner Cowles Jr., publisher, Des Moines Register & Tribune and president, Cowles Broadcasting Co.; Wesley Dumm, president, Associated Broadcasters Inc.; Mark Ethridge, publisher, Louisville Courier Journal and past president, NAB; Walter Evans, president, Westinghouse Electric Corp.; Don Francisco, vice president and director, J. Walter Thompson Co.; Robert I. Gannon, president, Fordham U.; Edgar Kobak, president, MBS; Roy Larsen, president, Time Inc.; Harold Lasswell, School of Law, Yale U.; Walter Lemmon, president, World-Wide Broadcasting Foundation; Justin Miller, president, NAB; Edward Noble, chairman of the board, ABC; Paul Porter, attorney and former FCC Chairman; Phillip Reed, chairman, General Electric Co.; James D. Shouse, president, Crosley Corp.; Frank Stanton, president, CBS; and Niles Trammell, president, NBC.

Radio to Stage

BERT LEE, WHN New York sportscaster, has turned legitimate actor, playing—of all things—a sportscaster. He made his Broadway debut last week in the race track comedy, "I Gotta Get Out," at the Cort Theatre.

KXLE Transfer

CONSENT has been granted by FCC to transfer of control of KXLE Ellensburg, Wash., from R. L. Rutter Jr. to Goodwin Chase Jr. Mr. Rutter returned his 75 shares to the company for $10,731 thus increasing the proportionate interest of Mr. Chase from 40% to 57%. Remaining interest is held by E. B. Craney and Francis R. Symons.

Benton Leaves State Dept.; Lauded by Truman, Marshall

WILLIAM BENTON, one of the most controversial figures to hold public office, resigned last week as Assistant Secretary of State for Public Affairs.

President Truman, in accepting the resignation, highly commended Mr. Benton for the job he did during the last two years as head of Information and Cultural Affairs, including the "Voice of America" overseas broadcasts. Mr. Truman said he realized "the difficulties and frustrations" he had encountered in trying "to project throughout the world a genuine picture of American life and the objectives of our democratic system."

"The United States Government," added the President, "has a continuing obligation to make available to the peoples of the world the facts about this country and the policies of our Government . . . particularly in the critical times ahead." Mr. Benton, he said, had succeeded in building a solid foundation upon which the work could go forward.

Marshall's Comment

Secretary of State George C. Marshall, in a letter to Mr. Benton also expressed his thanks and best wishes and said he was "sorry" to lose Mr. Benton.

Mr. Benton, who was appointed to his State Dept. post Sept. 14, 1945, said in his letter of resignation that he had "full confidence" that the program which he has directed in the State Dept. "will continue to grow in public understanding and to receive the press and Congressional support which it so manifestly deserves."

A suggestion that his successor would have an easier time with Congress was dropped by Mr. Benton to reporters after his resignation was announced. Referring to the 40% slash which an economy-minded Congress handed his division, Mr. Benton said, "I would never have had any trouble with my program if Congress could have been sent to Europe for 60 days."

Concern was expressed by some officials that President Truman would have a hard time finding someone to fill Mr. Benton's shoes. In that case, Howland Sargeant, his deputy, would have to take over when Mr. Benton steps out on Tuesday. But other sources said that the President already had a list of names to fill the post.

Mr. Benton will continue in the field in an advisory capacity by serving as consultant to Secretary Marsball and the department. In November he will go to Mexico City as chairman of the American delegation at the UNESCO conference.

Formerly an advertising executive and university vice president, Mr. Benton plans to become chairman of the board of Encyclopedia Britannica and of Encyclopedia Britannica Films, in which he owns all the common stock. He also owns Muzak Corp., which supplies recorded music to restaurants, industrial plants and other places, but he is undecided about resuming chairmanship of that concern.

NAB and NRDGA Groups Meeting to Plan Contest

RADIO Committee of National Retail Dry Goods Assn. will meet today (Sept. 29) in New York with members of the NAB Dept. of Broadcast Advertising to consider plans for the second annual NRDGA retail radio contest. Members of the Retail Advertising Subcommittee of NAB, of which J. Robert Gulick, WGAL Lancaster, is chairman, have been invited.

Frank E. Pellegrin and Lee Hart, director and assistant director of the NAB Dept. of Broadcast Advertising, will attend. The group also will review plans for the radio portion of the NRDGA's annual convention in New York Jan. 12.

We're 4 Years Young, too!

ABC WJW

ABC 4th ANNIVERSARY American Broadcasting Company

● Paralleling the expansion of the ABC Network is the phenomenal growth of its Cleveland affiliate, WJW. Now, also in its 4th year, Cleveland's Chief Station is distinguished by its alert programming and outstanding merchandise promotion. The energy and imagination of young ideas will continue to dominate WJW's planning of entertainment and public service.

WJW

BASIC ABC Network CLEVELAND 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WRBL

CBS

COLUMBUS • GEORGIA

NOW 5000 WATTS Day and Night

More POWER-ful than ever!

NATIONALLY REPRESENTED BY GEORGE P. HOLLINGBERY CO. ATLANTA, GA.

Rules on Hearing Examiners Announced by Civil Service

U. S. CIVIL SERVICE Commission last Tuesday published in the *Federal Register* its rules and regulations governing new FCC and all Federal agency hearing examiners as specified in the Administrative Procedure Act. The specifications on qualifications are due to be issued by mid-November.

The Civil Service rules cover appointment, compensation and removal of examiners. The qualifications portion will concern experience requirements, basis for pay ratings and similar details. In an attachment to its announcement of the rules, Civil Service stated that the minimum qualification requirements have been modified slightly for the lower grades of hearing examiners but for the top grades the requirements remain essentially the same, namely six years of appropriate experience in the field of administrative law.

FCC has named 12 of its staff to examiner posts but two have switched to other appointments. At present there are some 200 persons in government holding positions which are comparable to the hearing examiners. These incumbents fall into three general classifications: Persons with regular civil service status; persons who have been given war service appointments, and persons with temporary appointments. The FCC group is understood to be divided, five with civil service status and five with temporary and war status.

All were conditionally named June 11, and after, and will continue under such appointment until the register is established. This hinges on issuance of the qualification requirements.

CSC has decided that persons now holding trial or hearing examiner posts, and who have civil service status, will be considered for reappointment through the filing of a complete experience statement and oral interview before a special board of examiners. This board will be established by CSC and will be composed of one CSC member and at least two persons from outside government who have an outstanding reputation in the field of administrative law.

The board will make a complete investigation of each incumbent and match qualifications with its own established standards, according to the Civil Service statement. Only those "eminently qualified" will receive regular appointment. The statement further pointed out that those under civil service status in most instances will have had at least five years' service since no regular appointments were made for the duration of the war from March 1942.

It was indicated that persons in temporary or war appointment status would have to compete successfully in an open competitive examination before they can obtain regular appointment. This same procedure was declared to hold for transfer of persons with regular civil service status from non-hearing examiner positions to examiner posts and also for reinstatement of persons who previously held civil service jobs to examiner positions.

In the promotion of a hearing examiner to a higher grade to fill a vacancy, Civil Service has decided that the agency in question must confine its selection to three persons. CSC will certify from a competitive promotion list maintained by Civil Service for the agency.

The final draft of the rules and regulations omits a provision of the proposed form which would have set up a probationary period for examiners. Regular appointments will be absolute under the final form.

ARE YOU REACHING THE BOBBY-SOXERS? If your station is making like a square and the sharp gals and guys of the soda set pass you frequently like they would a Bunny-Hug, get hep with a reet character who can peddle the jive like they want it delivered. I crack the kilocycles with the edgy vowels and the brittle consonants the teen-agers go for. I whirl the waxings they ask for in sackfull of mail a week. I mc an hour-long product Saturday mornings that plays to 600-700 dreamdusters and their dates. I front the special high school remotes. In other words, I specialize on teen-age appeal. Confidentially, it is a very terrific specialty. Looking for such a party at your station? Well, brother, I hope you find him. You can't have me. I'm tickled groovy with my stash at WTCN, the swellest station in the nation.

(SIGNED) Jim Boysen, WTCN-ABC, Minneapolis-St. Paul

Park New WINS Chief, Crosley Corp. Announces

ELDON PARK, programming vice president of the Crosley Broadcasting Corp., has been named vice president and manager of WINS New York, replacing Willard Schroder, it was announced last week by James Shouse, Crosley president.

Mr. Park

At the same time, Mr. Shouse announced that William Robinson, WINS sales manager, will return to WLW Cincinnati, as program director. Jerry Danzig is to continue as WINS program director.

Mr. Schroder said that his parting with WINS and Crosley was "most amicable" and that he has made no immediate plans.

FALL START of CBS *Dick Haymes Show* was occasion for gathering of agency, sponsor and network personnel in Hollywood. At program kickoff were (l to r): Harry Witt, assistant general manager of CBS Western Division; Herb Bissell, advertising manager of Auto-Lite Corp.; Tod Reed, vice president of Ruthrauff & Ryan Inc., Detroit; Willson Tuttle, vice president of Ruthrauff & Ryan, New York; F. Bourne Ruthrauff, vice president of Ruthrauff & Ryan, New York.

RELI Plans Listener Survey Service With New Technique

RADIO Encyclopedic Listener Institute, Los Angeles, today announced its entrance into the station audience survey field. Organization has already set up a non-mechanical checking system utilizing listener cooperation in its studies.

Institute is headed by Kenneth H. Bennett, executive director, who is also general manager of California Broadcasting Co., applicant for seven stations in California. Frank Ponce, manager, was formerly with C. P. MacGregor, before serving four years in the Army. Bernard and Associates, Hollywood consulting engineers and also part owner of California Broadcasting, is connected with RELI.

RELI survey system is built around a punch card, designed to hang on the knob of a radio. Cards will be distributed in large quantities in the areas of the station for which the survey is being made.

As incentive for cooperation, each listener card is numbered. Prizes such as radios, etc., will be awarded in periodic drawings of cards returned.

The cards themselves (see sample diagram) contain horizontal listings for each quarter hour of the day; vertical listings to show male, female, under 18 years of age bracket, etc. Last column, differently colored on the card, is for use when other stations are being used.

Sample of Survey Cards

	Female	Male	Under 18 Years	Other Station
6:15	●	●	●	●
6:30	●	●	●	●
6:45	●	●	●	●
7:00	●	●	●	●

Announcer of the surveyed station is to make periodic announcements asking cooperating listeners to punch out corresponding holes on the card.

RELI plans to use similar cards for other types of surveys, simply by changing the headings to types of programs, attitude towards commercials; general attitude, etc. All would be based on the same punch card technique.

Over 2,000 sample cards are being mailed to industry this week.

Survey system will be put into operation next month, Mr. Bennett said, with view of obtaining a sample of selected rural, urban and metropolitan areas. RELI headquarters are at 2611 South La Cienega, Los Angeles.

KSFO
SAN FRANCISCO
560

MUSIC MOVES MERCHANDISE

Top-name advertisers are cashing-in on KSFO's planned music because it pays off . . . moves merchandise. Ask your Universal Radio Sales representative.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

Journal Co. 15% Sale Asked; Three Other Approvals Sought

A PLAN anticipating sale of an additional 15% interest to its employes, who already own 40%, was presented to FCC last week by The Journal Co., owner of WTMJ Milwaukee and associated FM and television properties, the *Milwaukee Journal*, and WSAU and WSAU-FM Wausau.

Meanwhile several other station transfers and assignments were submitted to the Commission for approval.

Journal Board Chairman Harry J. Grant and Faye McBeath, it was said, propose to convey 9,000 shares each (7½%) to trustees under the Employes Stock Trust Agreement, exchanging these for an equal number of units of beneficial interest which will be offered for sale to employes.

Formula price as of June 30 was $74.76 per unit, which would put the value of the 15% interest at $1,345,680.

With the transaction completed, the trustees would hold 66,000 shares or 55% of the 120,000 shares outstanding, compared to 40% now. But the application emphasized that control of the company would be neither acquired nor relinquished in the transfer. Although the trustees would hold 55%, it was explained, their only function is as exchange agent for the issuance of certificates, and the holders of the certificates do the voting.

600 Would Hold Stock

Around 600 employes would hold stock upon consummation of the transfer, which FCC authorities reportedly have ruled is not subject to the open-bidding procedures of the Avco Rule. Mr. Grant would then have 2.07% of the company's outstanding stock and Miss McBeath would have about 7½%. WTMJ is on 620 kc with 5 kw.

Pointing out that they had not anticipated that any other new stations would be authorized for their community, 10 stockholders of Patroon Broadcasting Co., permittee of WPTR Albany, N. Y. (1540 kc, 10 kw) applied for consent to the sale of their 75% voting and 100% preferred-stock interests in the company. They would sell 55% of their voting stock and all of the preferred shares to Schine Chain Theatres while their remaining 20% of common stock would go to H. E. Blodgett, who is acting as their agent and already owns 10%.

The sales price to Schine Theatres was put at $101,000 but spokesmen pointed out that this covers only the stockholders' investments in the company, which now has a bank account of approximately $88,000 plus the value of equipment. Mr. Blodgett would acquire his additional 20% of common stock for $400. Schine Theatres also agreed to subscribe to 400 additional shares of preferred stock at $100 per share and, if necessary, to loan up to $50,000 for operation of the station, which is now under construction.

Operate 125 Theatres

Schine Theatres operates 125 theatres in New York, Delaware, Ohio, Kentucky and Maryland, and is a subsidiary of Schinebro Inc., which is owned by J. Myer Schine (65%) and Louis W. Schine (35%). Leonard L. Asch, who is also president of WBCA (FM) Schenectady, will be manager of WPTR. Stock not involved in the transfer is held by the following and was issued, according to the application, for services rendered (all voting stock): Mr. Blodgett, 10%; Bertha Ryan Asch, for L. L. Asch, 10%; William R. David and M. L. Prescott, 2½% each.

The selling stockholders pointed out that they had not contemplated that additional new-station grants might be made in Albany, but that two others already had been issued and that a third application is being considered by the Commission. Sellers are as follows: Richmond Merrill, George W. Foy, John T. DeGraff, George H. Borthwick, George E. O'Connor, Edward M. Toole, Irving L. Simon, J. Glenn Prescott, Murray C. Smouse, and Theodore Sonnenfeld.

In other applications, Albert E. Buck, Merle H. Tucker and Frank C. Rand Jr., Southwest broadcasters, proposed to consolidate interests in KGAK Gallup (1230 kc, 250 w), KOAT Albuquerque (1450 kc, 250 w), and KTRC Santa Fe, N. M. (1400 kc, 250 w). All three are stockholders in Rio Grande Broadcasting Co. Inc., licensee of KOAT. Mr. Buck is president and holder of 398 shares (66 1/3%); Mr. Tucker, vice president, 2 shares (1/3%) and Mr. Rand, secretary-treasurer, 200 shares (33 1/3%). Messrs. Buck and Tucker equally own KGAK while Mr. Rand owns KTRC through New Mexico Publishing Co. All three are stockholders in El Paso Broadcasting Co., El Paso, Tex., applicant.

Details of Consolidation

The consolidation is made under Rio Grande Broadcasting with Mr. Buck selling 198 of his shares for $19,800 to Mr. Tucker so that the three stockholders have equal interests. New Mexico Publishing Co. sells KTRC to Rio Grande for $75,000 and KGAK is sold to Rio Grande for $50,000. Rio Grande in addition issues 167 shares to each of the three stockholders for $16,700 each.

WLAD and WLAD-FM Danbury, Conn., are seeking transfer of control through sale of 72.5% interest for $29,000 to a new group of local people. Relinquishing their interests are Lazarus S. Heyman, 50%, Burton F. Sherwood, 13.75%, and William Hanna, 8.75%. All are attorneys.

Their stock is purchased by the following: John C. Doran, president and treasurer, Doran Bros. Inc., makers of hatting machinery, 25%; Cecil J. Previdi, technical supervisor in Hartford for Cincinnati Milling Machine Co. 6.25%; Robert J. Doran, vice president and secretary, Doran Bros., 12.5%, and John F. Previdi, owner Danbury Printing Co., 28.75%. The transferees agreed to advance $10,000 to cover costs of completion of the stations. WLAD is assigned 800 kc, 250 w, day only.

Herbuveaux Helps

OTIS C. WRIGHT, chief engineer of WJNO West Palm Beach, was operating his "ham" transmitter W4HBX during the height of the Florida hurricane in an attempt to contact CBS in New York to inform the network WJNO was off the air. In Chicago Jules Herbuveaux, program director of NBC Central Division and WMAQ, was listening in on his own "ham" set, WNSGM. He obligingly relayed the information to CBS in Chicago and also to his own newsroom which was contacting amateurs in the hurricane area.

Storm

(*Continued from page 16*)

NBC summaries.

At Fort Myers, WINK continued to broadcast except for a few hours lost during a power failure. To make matters worse, WINK operated with a skeleton crew. Manager George Case left the hospital and directed activities on crutches while two other staff members were hospitalized from an auto accident the night before.

WWPG Palm Beach, located on the ocean front on a narrow strip of land with a lake behind, had a power failure at 11 p.m. Sept. 16, but by using its emergency power plant was able to return by midnight. A half hour later a cocoanut tree fell, smashing the transmission line to the antenna. This too was corrected 16 minutes later. At 8:30 a.m. the tower blew over. Within a half hour the station was once again operating, with an emergency inside antenna. By 10 a.m. ocean waves were 15 feet from the front door and 30 feet from the back. By noon the wind had reached 160 miles per hour, but the station managed to stay on. The station expects to remain on emergency power for awhile, as all poles were washed out in the vicinity.

Use Emergency Generator

At Pensacola, WCOA maintained consistent service throughout the period by resorting to an emergency generator, leaving the air only long enough to refuel the generator. WCOA also furnished two on-the-spot broadcasts for NBC.

In the New Orleans area, WNOE devoted almost its entire time to the approaching hurricane for 24 hours before it hit. The station acted as a clearing house for relief and public agencies, air lines, business houses and stranded individuals until its tower gave way at 6 a.m. the morning of the hurricane. Beverly Brown, program director; Al Bourgeois, chief engineer, and Announcers Bill and Ken Elliott remained at City Hall and cooperated with the mayor in originating broadcasts. Fortunately for the station, General Manager James E. Gordon was in the East attending the NAB meet and had a new tower ordered less than three hours after the old one collapsed.

James A. Noe, WNOE owner and former Governor of Louisiana, sent orders from Monroe for the station to operate 24 hours a day and offer its full facilities to the public. All stations in New Orleans cooperated during the storm, using each other's facilities when necessary, and WDSU even offered WNOE an auxiliary antenna until its new tower could be installed.

WDSU kept a man permanently at the Weather Bureau. No commercial programs were carried during the emergency and information was aired as it came in. The station was forced off the air between

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Vanguard Songs

WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT

On Transcriptions: LANG-WORTH—Frankie Carle, Tommy Tucker; CAPITOL—Jan Garber; STANDARD—Freddy Martin; WORLD—Eddy Howard.

On Records: Ginny Simms—Sonora 3014; Jack McLean—Coast 8009; Four Chicks & Chuck—MGM 10048; Foy Willing—Maj. 6013.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N.Y.

8:30 a.m. and 1 p.m. due to power failure.

When it became apparent that New Orleans might be in the path of the storm, WWL contacted AT & T and ran lines to the Weather Bureau, City Hall, the municipal auditorium and other points and had two portable recorders with shortwave equipment standing by. By 8 a.m. on Sept. 19 when the storm reached its peak, most power in the city was out, but WWL managed to continue with emergency equipment. The station stayed on the air until after the hurricane passed inland, but the flood waters which followed proved too much. Located on an 80-acre tract on Lake Pontchartrain, the station's transmitter and directional antenna became surrounded by seven feet of water, with the nearest dry land five miles away. Two engineers, J. D. Bloom and Charles Fox, were marooned on their truck five hours. Announcers carried on in Roosevelt Hotel studios. Announcer John Kent rowed five miles in a row boat to relieve the transmitter crew of R. N. Toups and W. R. Whitnum who remained at the transmitter throughout the hurricane. The storm came just as the station had completed plans for an elaborate 25th anniversary celebration. Despite difficulties, the celebration came off.

WSMB New Orleans carried hundreds of emergency messages. Station cooperated with the amateur shortwave relay organization in getting word back and forth in to the Mississippi coast. WSMB was with network service for two days, but was only off the air from 8:10 a.m. until 2:30 p.m. the day of the storm.

Public Service Praised

WJMR claims to be the only New Orleans station remaining on the air during the height of the hurricane. Mayor Jimmy Morrison praised WJMR for its noteworthy public service.

At Fort Pierce, Fla., the WIRA tower managed to stay up in spite of being surrounded by three feet of water. The station was saved by a large WPA sea wall. WIRA stayed on the air all night Sept. 15 and 16, leaving Sept. 17, during the storm's height when power failed. It was restored, however, the next morning.

Before the storm hit Mobile, Ala., WMOB made arrangements to install an auxiliary power unit both at the studios and transmitter, as well as direct lines from Red Cross headquarters. Auxiliary power was used for more than 12 hours with a loss of only 18 minutes during the period.

WALA Mobile remained on continuously during the period of the hurricane, cooperating with the Weather Bureau, Red Cross, etc.

WKRG Mobile was well prepared for the storm and kept its listeners posted on its progress and intensity. One of the features of WKRG coverage was the "Hurricane Caravan." This consisted of Carl Haug, program director, and Engineer John Hughes traveling about in a jeep station wagon getting on the spot interviews by means of tape recorder.

When local power gave out at 12:30 a.m. Sept. 19 before the storm, WGCM Gulfport was forced to leave the air. Operations were later resumed by using two auxiliary generators. No damage to equipment was sustained and normal broadcasting was resumed last Tuesday.

In Houston, Tex., KPRC got running reports from WSMB New Orleans by teletype and kept a running account of activities on the air. The station also provided NBC with two feeds. In Tarboro, N. C., WCPS Engineers Charlie Chandler and Charles Neer kept contact with Miami via shortwave.

All four major networks originated live pickups from the cities hit. During the height of the storm all networks were alternating in the use of a single circuit to the storm zone, a relay from New Orleans which had been patched up after all were knocked out earlier.

CBS sent John Daly to Jacksonville, where he broadcast reports of the storm on Sept. 18 from WMBR, on the 8 a.m. CBS news program. At noon on the same day Doug Edwards in New York broadcast a hurricane round-up on the CBS *Wendy Warren* show and later switched to WJNO West Palm Beach, where Matt Geddings of the station broadcast an eye-witness account of the storm. Shortly after Mr. Gedding's report, the WJNO transmitter was blown down and after that Mr. Geddings covered CBS in New York by telephone.

During Mutual's Cedric Foster program on Sept. 16, the network picked up a broadcast direct from its Miami affiliate, WKAT, for a report on the eve of the storm, and again carried a broadcast from the station at 3:20 p.m. on the same afternoon. The same evening Mutual carried a round-up of the oncoming hurricane from Miami.

Morgan Beatty and Bob Reuben covered the storm news from NBC, with Mr. Beatty staying in Jacksonville, and Mr. Reuben traveling directly into the storm zone. Bob Reuben made his first direct broadcast from Fort Pierce, Fla., on Sept. 17 at 7:15 p.m. on NBC's *News of the World* show. Mr. Beatty broadcast on Sept. 17 and 18 from WJAX. NBC also carried news direct from WIOD Miami, WFLA Tampa, WCOA Pensacola, WSMB New Orleans, KPRC Houston and WALA Mobile.

ABC began its coverage of the storm Sept. 15 with a pick-up from WQAM Miami, which described precautions taken in and around Miami for the impending hurricane. Pick-ups from the hurricane areas were heard daily on the two ABC news programs, *Headline Edition*, at 7 p.m., and *News of Tomorrow*, at 11 p.m. As the storm progressed towards Florida the network added additional pickups from Florida stations. The Martin Agronsky program at 8 a.m. on Sept. 17 was interrupted for a pick-up from WQAM and later that same morning during George Hicks' 8:50 a.m. program the network carried another broadcast from Miami. A special half hour program was heard on Sept. 17 at 9 p.m. devoted to the story of the hurricane, with Taylor Grant and Les Griffith in New York calling in ABC affiliates throughout the South. ABC carried pickups from WPDQ Jacksonville, WAGA Atlanta, WDSU New Orleans. ABC continued to pick up direct broadcasts throughout the storm and on Sept. 19 when the hurricane moved on to New Orleans the network aired reports from WDSU New Orleans and KRMD Shreveport.

At 7:45 a.m. Sept. 10 the amateur emergency network in Florida was given the signal to start operation. The green light was speeded by breaks in the Atlanta-Miami and New York-Miami telephone circuits.

THIS IS THE FIRST sales contract for WVET Rochester, N. Y., placed six weeks before the Veterans Broadcasting Co. station expects to go on the air. The Security Trust Co., Rochester, will sponsor *Information Please* as soon as WVET operations begin. Participants are (l to r): Lyman H. Hart, president of Hart-Conway Co., agency; Elmer J. Walz, WVET local sales manager; Bernard E. Finucane, Security Trust president, and William B. Maillefert, WVET president and manager.

Suspense Is Awful

WHEN the outskirts of the recent hurricane swept through Shreveport, La. in the form of a driving rain and hard wind, it caused the KTBS transmitter to go off the air for 20 minutes. The exact time of silence was 8:25 p.m. Friday, just before the solution to the NBC *Mystery Theatre* was given. So many people phoned in for the answer that Nick Gearhart, KTBS news editor, had to add a special tag story to his 10 p.m. newscast and give the correct solution.

NARND WILL DISCUSS BROADCAST EDITORIALS

EDITORIALIZING on the air will be the highlight discussion of the second annual convention of the National Assn. of Radio News Directors, to be held Nov. 13-15 in Washington, D. C. NARND President John F. Hogan, news director of WCSH Portland, Me., announced that some of the sessions will be held at American U.

William McAndrew, assistant to Frank M. Russell, vice president in charge of NBC Washington and William Neel, WMAL Washington news director, have been placed in charge of convention arrangements. Jack Shelley, WHO Des Moines, is convention program chairman.

NARND already has filed a formal protest against Section 332-A of the White Bill to rewrite the Communications Act. Filed by Mr. Hogan, the protest said the section calling for identification of the source of information used in news broadcasts would afford the nation's press an unfair advantage over radio journalism.

Jerry Stone, manager of WDNB Daytona Beach, Fla., has written NARND for help in trying to break through a ban on radio recording devices imposed by the Daytona Beach city administration. In a similar instance, the La Crosse, Wis. city council in August passed a resolution clearing the way for WKBH to record its proceedings. The formal resolution reversed a previous stand, and came after NARND, through Executive Secretary Ed Wallace, of WTAM Cleveland, had joined the dispute at the request of WKBH News Director Paul Ziemer.

At Deadline ...

FCC ORDERS WTEL BLUE BOOK HEARING

EARMARKS of first "Blue Book" renewal hearing since original seven cases were designated in September, 1946, were seen Friday as FCC called hearing on WTEL Philadelphia's application for renewal.

Authorities said decision came after review of 250-w share-time station's program log for "composite week" showed little or no live sustaining programs and high percentage of commercials. Hearing date not set and issues not released. Station is licensed to Foulkrod Radio Engineering Co., owned by President E. Douglass Hibbs and Gertrude Hibbs (25% each), and Harry N. Cocker, 50%.

WTEL was among 25 AM, four FM, and two TV stations given temporary license extensions. KTRC Santa Fe received regular renewal to Aug. 1, 1950, and KXOX Sweetwater, Tex., to Aug. 1, 1949. WOKO Albany, facing deletion for concealment of ownership, was granted temporary extension to Oct. 31 "unless sooner terminated by the Commission."

WTEL also figured in another "first"—what FCC sources said apparently is first realignment of existing stations' operating schedules to take advantage of FCC's relatively new 30-kc separation principle [BROADCASTING, June 16].

WTEL and WHAT Philadelphia, which share time on 1340 kc, heretofore have been unable to operate during operating hours of WCAM Camden, which shares 1310 kc with WCAP Asbury Park and WTNJ Trenton. Under new standards, since their 25-millivolt contours do not overlap that of WCAM, they will be able to operate whether Camden station is on air or not. FCC granted modification of license to WHAT and WTEL accordingly, subject to any changes that may ensue from separate pending proceeding and subject to final action on WTEL renewal.

AM, FM, and television stations given temporary license extensions (all to Dec. 1, 1947):

AM—WTEL Philadelphia; KKIN Visalia, Calif.; KARK Little Rock; KBIO Burley, Ida.; KHJ Los Angeles; KIFI Idaho Falls; KLIZ Brainerd, Minn.; KOB Albuquerque; KTNM Tucumcari, N. M.; KVFD Ft. Dodge, Iowa; WABY Albany; WATL Atlanta; WCAW Charleston, W. Va.; WCTT Corbin, Ky.; WDEL Wilmington, Del.; WELM Elmira, N. Y.; WFLA Tampa, Fla.; WGIL Galesburg, Ill.; WJOL Joliet, Ill.; WKBW Buffalo; WNOE New Orleans; WOV New York and aux.; WRC Washington; WSGG Elberton, Ga.; KFJZ Ft. Worth.

FM—KHJ-FM Los Angeles; WFMN Alpine, N. J.; WMIT Winston-Salem, N. C.; WSM-FM Nashville.

TV—Don Lee's W6XAO and W6XDU Los Angeles.

WARE, MASS.; DELAND, FLA., GET DAYTIME AM OUTLETS

TWO NEW DAYTIME standard stations granted by FCC Friday; one former grant set aside.

Donald W. Howe, Ware, Mass., granted new station on 1250 kc, 500 w. daytime only. Grantee is treasurer-general manager Ware Coupling and Nipple Co., pipe fitting manufacturer.

Platte Valley Broadcasting Corp., Scottsbluff, Nebr., granted 500 w daytime on 960 kc. Applicant amended request from 1 kw to protect KFEL Denver, was granted petition to remove from hearing and grant. Authorization is conditional. Ownership: John R. Jirdon, feed, grain and livestock interests, president; Byron Joachin, radio service business, secretary-treasurer, and R. M. Stewart, former assistant general manager, KGKY Scottsbluff, vice president. Each one-third owner.

Grant without hearing of 250 w fulltime on 1490 kc to Deland Broadcasting Co., Deland, Fla., was set aside by FCC and set for hearing on petition of WSIR Winter Haven, Fla. WSIR, also 250 w fulltime on 1490 kc, claimed Deland operation would cut 10% of area and 17.5% of population within normally protected contour. WSIR made party to proceeding.

NAB PLANS EXPANSION AS RATE INCREASE LOOMS

NAB to expand in eight categories to meet needs of growing membership and heavy demands on staff, A. D. Willard, Jr., executive vice president, said Friday. NAB board expected to act in November on Finance Committee recommendation for rate increase, probably 10% [CLOSED CIRCUIT, Sept. 22].

Expansion to occur in these activities: FM, television, music licensing, contractual relations with unions, international broadcasting, legislation, new Standards of Practice, audience attitude research.

CBS DROPS NEWS SEGMENT

CBS to drop daily 8:55-9 p.m. news effective June 18, 1948—thus losing estimated $1,000,000 billings from Johns-Manville and Ludens—because of over-proximity to Ed Murrow's 7:45-8 p.m. daily Campbell Soup series to start next week. Network gave sponsors of adjacent 8:30-8:55 p.m. periods until June 21, 1948 to buy odd five minutes or drop entire half-hour.

Ford, Gillette Get World Series Video

FORD MOTOR Co. and Gillette Safety Razor Co. will co-sponsor telecasts of World Series games, starting Sept. 30 at Yankee Stadium, New York. Word that video rights had been sold to these advertisers for $65,000 came Friday afternoon, when many video fans had despaired of being able to watch the series by television.

A. B. (Happy) Chandler, baseball commissioner, had previously rejected bid of $100,000—his asking price—from Liebman Breweries, reportedly because of feeling that tie-up of beer and baseball would not be good for youthful viewers, and he had also turned down $60,000 offer of Ford and Gillette and proposal of video stations that they televise series sustaining, paying nominal fee of $5,000 a game for privilege.

Telecasts of series will be carried by all three video network organizations—NBC, CBS and Du Mont—and fed to as many stations as available and within reach by radio relay or coaxial cable. Line-up will probably include WNBT, WCBS-TV, WABD, New York; WPTZ, WFIL-TV Philadelphia; WTTG, WNBW Washington; WRGB Schenectady.

Details of camera crews, announcers, etc., had not been worked out late Friday as Commissioner Chandler's announcement that series would be televised did not come until mid-afternoon. Agency for Gillette is Maxon Inc.; for Ford, J. Walter Thompson Co.

Closed Circuit

(Continued from page 4)

ring image seems to suggest FM stations pay 35% to 50% of AM scales. While he has scoffed at FM stations as "bums," he foresees vast FM development and wants to get all possible work for "my boys." He's represented as hopping mad over FMA appeal to Dept. of Justice.

GOVERNMENT expected to renew attack on President Petrillo for alleged violation of the Lea Act in form of amended bill of information to be filed sometime this week in Federal court, Chicago. New bill will contain more "factual" information in line with Supreme Court ruling which found Lea Act constitutional but returned Petrillo case to lower court. Judge Walter LaBuy, who found in favor of Petrillo last spring, will also hear case when it comes to trial. If anticipated motion by defense to quash bill is allowed, government is expected to call on Supreme Court for final decision.

WHITEHALL PHARMACAL Co., New York, one of radio's biggest advertisers, scheduled to announce appointment of four vice presidents early this week.

DR. PEPPER Co., Dallas (soft drink), reported negotiating for sponsorship of Friday night wrestling matches on WABD New York, Du Mont video station.

DUE SHORTLY is new FCC calendar scheduling dates for hearings on upwards of 400 AM, FM, TV applications. Hearings probably will start in late October or early November and continue into March. By time first ones start, FCC hopes to have issued decisions on bulk of hearing cases already heard but not yet decided.

WASHINGTON OBSERVERS are wondering whether FCC will ever again muster quorum of at least four members to sit in on controverted clear channel hearings which resume Oct. 20. At least two FCC members (Denny and Webster) will be away during latter October, and another, Jett, will be Geneva-bound at year's end. Other international communications affairs, cropping from Atlantic City conferences, may sap additional commissioner strength for extra-territorial conclaves.

MILLER, DURR AGREE

NAB PRESIDENT Justin Miller declared "a very real place [exists] for radio broadcasting in our educational systems, at all levels," and said "as time goes by I shall hope to have increasing opportunity to work with state universities, colleges and public school systems to this end." Statement was contained in letter to FCC Comr. Clifford J. Durr, who had asked whether references in his NAB Convention speech meant that he or NAB "are now taking an official stand in opposition to the establishment and operation of educational broadcasting stations by state universities and colleges and public school systems." Mr. Miller answered, "Definitely, 'NO.'" Exchange was released Friday by NAB.

"Triple-Threat Star"

Running . . . punting . . . passing. The player who's best at all three is key man of the team. AM . . . FM . . . TELEVISION. The station that's first in all three is key station of the city. IN DETROIT, it's WWJ—The Detroit News, with its record of consistent aggressiveness and constant "firsts" in every phase of radio broadcasting. WWJ . . . first AM station in the nation in 1920. WWJ—FM . . . pioneer in Michigan in 1940. And now WWJ—TV . . . the only television station in Detroit today . . . broadcasting regularly scheduled commercial and sustaining programs to a fast-increasing audience. It's little wonder that WWJ are the most familiar letters of the alphabet to Detroiters . . . and best source of results for both national and local advertisers.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

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950 KILOCYCLES
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National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate FM Station WWJ-FM . . . Television Station WWJ-TV